

Kevin Jude Netto
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Seeking managerial assignments in Marketing, Business Development & Technocommercial Operations with leading organisations.

Professional Profile

Result oriented professional with 19 years of experience in sales & marketing, channel management & key account management.

Currently working with Totale Global Pvt Ltd as Regional Sales Manager-South from May 2018
Manufacturer of Refractory Castables .

Previously worked with SBEM Pvt Ltd as Regional Sales Manager-South from May 14 to April 18
Manufacturer of Process control INSTRUMENTATION –Flow and Level.

A keen planner, strategist & implementer with demonstrated abilities in devising marketing activities and accelerating the business growth.

Functional Skills include

Strategy Planning - Market Penetration - Account Management
Pre-sales Efforts - Competitor/ Market Analysis - Team Leadership

Expertise in tapping prospects, analysing their requirements, rendering technical guidance to the clients and negotiate (commercially) for the orders.

An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities. Possess a flexible & detail oriented attitude.

Core Competencies

Business Operations/ Marketing

Develop marketing plans to build consumer preference and drive volumes.

Identify and develop new streams for revenue growth and maintaining relationships with customers to achieve repeat/ referral business.

Coordinated with Consultants, End users and EPCs for approvals etc.EPCs, Contractors , Subcontractors, System Integrators.

Utilise public information and personal network to develop marketing intelligence for generating leads.

Analyse & review the market response/ requirements and communicating the same to the marketing teams for coming up new applications.

Conduct competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.

Key Account Management

Develop relationships with key decision-makers in target organisations for business development.

Evolve market segmentation & penetration strategies to achieve targets.

Interface with clients for suggesting the most viable product range and cultivating relations with them for securing repeat business.

Manage activities pertaining to negotiating/ finalisation of deals (technocommercial) for smooth execution of sales & order processing. Provide technical service support to clients and resolving their issues/ concerns.

Responsible for credit control & timely remittances from the market.

Career Highlights

Totale Global Pvt Ltd-May 18 –In charge of South India- AP-Kerala-TN –Karnataka.

AGM –Sales and Marketing –Manufacturer of refractory castables.-

Generating enquiries , Arranging techno commercial offer Executing the order. Approvals from End users, EPCs, Consultants, Tendering, etc.

Customers targeted-BPCL Kochi. KMML, BGR,BHEL Trichy, BHEL Hyd. FACT, NCTPS, NTEL, Apollo Tyres, EICL ,NCC, Brakes India,St. Gobain, Asian Paints, Steel Industries in Palghat and Sakthi Foundry ,LMW, Coimbatore, RWF,JSW Steel Bellary Etc.-Tyre Industries, Malabar Cements, ACC Madukarai,ACC Thondebhavi,NTEL-NTPC.APGENCO, BTPS –Bellary.EID Parry Trichy.

Responsible for offices at Kerala, Karnataka and AP and Coimbatore.

May 14 to April 18

SBEM Pvt Ltd-Pune Area sales Manager South.-AP-Kerala-TN-Karnataka.

Manufacturer of field instruments.

- Electromagnetic Flow meters
- Servo Level Transmitters
- Level Switches.
- Ultra Sonic level transmitters.
- Capacitance Type Transmitters.

Responsibilities in SBEM Pvt Ltd

Approvals from Consultants, End Users , Generating enquiries , Arranging techno commercial offer Executing the order.

Customers Targeted

End users , EPCs. Consultants, System Integrators- ABB Ltd, Yokogawa , NCC, LNTECC, Autosys, Sun Industries, Mitsubishi, Cement, Tyre, Auto sector, Petroleum etc. CPCL, IOTL, MRPL, Power Plants, Steel Plants-JSW Bellary, Kone Chennai , Royal Enfield Chennai, Steel strips Chennai,HMIL.

Dec 05 to April 14

Ardee Hi tech Pvt Ltd-Vizag – Resident Sales Manager at Chennai –AP-Kerala-TN-Karnataka.

Authorized distributor

- MAC Valves US,
- Phd Actuators US,
- Bimba US –Pneumatic Products,
- Anver Vacuum Cups and generators.
- PISCO Pneumatics.

Responsibilities in Ardee Hi Tech pvt Ltd

Generating Enquiries

Arranging Technocommercial offers. Executing the order.

Collection Payments ,C forms.

Managing team of 4 members located in Coimbatore, Bangalore.

Taking care of south Market- Kerala, Tamil Nadu and Karnataka, Andhra Pradesh-Hyderabad-Tirupathi. Vijayawada.

Markets-Identified and penetrated.

Automobile industry.- Hyundai,Steel Strips,Comstar, Visteon,Thyseen Krupp, Wheels India, Sundaram Clayton, Allision Transmissions, AMW, TTID, Defsys.Royal Enfield, TVS Suzuki- Hosur, Toyota Bangalore, Ford, Rane TRW, Rane seatings,Rane Trichy,Hirotec Coimbatore.Faiveley Hosur,Hindustan Motors Thiruvallur, Ashok Leyland- Hosur,

Tyre Industry.-LTM Tyre OEM, MRF, JK Tyres, Apollo Tyres, Rado Tyres, Glass Industry- HNGIL Pondy, Excel Glass, MBDL.St. Gobain

PET-Industry- Pepsi, Coke, NPIL. Parle, ATC, Bala Natural.

Cement- India cement, Zuari, Ultratech, ACC

Beverages- MBDL, SKOL, Apollo Beverages, UB Bangalore, UB Mysore. Automation and Robotics – Avasarala Bangalore, Fanuc India, ABB robotics .HESS, Hirotec Printing and Paper- TNPL, ITC, Daily Thanthi, MM Publications, Manorama.Hielberg,

Sorting- Orange Sorting, Genn, Smartec, Premier, Applied Automation.

Responsible for Resident enggs at Coimbatore-2, Karnataka -1and AP-1.

Jan'01 – Nov 05

NETSCH (I) Pvt Ltd Chennai–Analytical Equipment Division as Sales Manager

Managing sales and service of Analytical Equipments viz,

- Thermogravimetric Analyzer
- Differential Scanning Analyzer
- Dilatometer
- Dynamic Mechanical Analyzer etc.

Was in charge to generate enquiries for the African Market.

Targeted research Universities –IITs and RECs , R&D Institutions-RRL,RRI ,R&D Labs, Ceramic Manufacturers, Pharma manufactrurers

Major industries in the Polymer, ceramics, Rubber and Cement in Nigeria and Kenya.

Cement companies in India – ACC, Vikram Cements.

Polymer Industries – MRF, Orchid Pharma, H& R Johnson , CPCL,

Glaze Manufacturers- Nahar Colours, Bhanu Ceramics,

Cordinated with sales team for Indian market enquiries and finalization.

Notable Contributions

Managing Sales, Technocommercial Functions, Key Account Management for African markets as well as marketing for Indian Markets for the Analysing & Testing Business Unit.

Jun'95-Dec'00

Madras Metallurgical Services (P) Ltd, Chennai as Sales Engineer

Notable Contributions

Managing sales of products viz Metallography, Physical & Chemical Testing Equipment, Foundry Sand Testing Equipment, Foundry Machinery, Non Destructive Equipment, Rubber Testing Equipment etc. Forged relationship with key clients such as Central Government, State Government, Private Concerns, MNCs & Engineering Colleges etc.

- Versatile Equipments Pvt Ltd-Sand Testing Equipments.
- Ganesh Quality Machines-Foundry Machinery.
- Compax Industrial solutions.-Cold box core shooters.
- ARE Equipments Pvt Ltd.-Engg college Lab equipments.
- Modsonic Ultrasonic equipments Pvt Ltd-
- ITW MPI and Consumables.
- Labo Instruments-Metallurgical Microscopes with Analyzing software.
- Material testing equipments-Hardness Testers, UTMs, Impact testing machines ,Ericson cuping Machine etc.
- Meterology Equipments- Profile Projector, Vernier callipers,
- Metallographic equipments- Cut Off machines, Specimen mounting press.
- Foundry Consumables- Emery sheets, Cut off wheels, Alumina powder, Polishing cloths.

Nelcast, Brakes India, Ennore Foundries, Souther Auto Castings, Amarum Foundries, Foundries in Coimbatore, MIT Chromepet, TEAM,Babcock,Rane Engine Valves ,Engineering Colleges.

Education: B.Sc from F.M.N.College Kollam Kerala in 1991

AMIE-Sec A –(Sec B)

PGDMM from IGNOU

Personal Details

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Date of Birth : 20th April 1969

References-

Mr. G.Padmanabhan V.P.-LCGC -98840 88980

Mr.Mukund-ED SBEM Pvt Ltd - 98401 99211

