



ASHOK KUMAR R

Sales Director

238/5, Kattabomman, Street, Sadhanandapuram,
Srineevasanagar, Post, Chennai – 600063.

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TITLE:

National Sales Manager seeks a better opportunity for handling Corporates and Key Accounts. Strongly demonstrate with good communication skill and ability to establish rapport with clients. Majorly involve in contributions of introducing new products to market, setting sales figures, territory expansion and new account development. Proven ability to lead sales teams to achieve annual goals. Offer an in-depth understanding of the sales cycle process and remain focused on customer satisfaction throughout in all stages. An intensive business traveler, cold caller, presentator, negotiator and closer.

B.Sc. Graduate with 20+ Years' experience in Shrimp Culture (P. monodon & L. vannamei) / Shrimp Hatchery, Farm Feed Marketing & Sales / Feed Ingredient Sales & Marketing / Team Leader / Key Accounts & Corporate Sales Management.

EXPERTISE:

- | | |
|-----------------------------------|--------------------------------------|
| 1. Presentation Skills. | 7. Relationship building. |
| 2. Sales Planning. | 8. Negotiations |
| 3. Target fixing. | 9. Deal Closing. |
| 4. Team Supervision & Motivation. | 10. Planning promotional activities. |
| 5. Existing account management. | 11. Pricing strategy. |
| 6. New Account Development. | 12. Good controller in all stages. |

PROFESSIONAL EXPERIENCE:

Total 20+ Years of Experience.

1. AKER BIOMARINE INDIA PVT LTD

December 2019 – Till Date

Designation: "**Sales Director – Qrill Aqua**".

Role: Key Accounts & Corporate Sales Management.

Responsibilities:

- Total responsible for local Indian warehouse sales.
- Understanding the Aquafeed sales and dynamics.
- Continuously meeting customers & prospects to generate interest and demand for Qrill Products.
- Continuous follow-ups & Building relationships with Key prospects and accounts.
- Maintaining the existing and developing new sales volume.
- Analyzing Market, Customer segmentation & Mapping the potential leads.
- Responsible for Marketing and Product promotional activities like Magazine Advertisement, Organizing customer gatherings, Webinars, Expo Participations etc.
- Overall responsible to meet all the customer queries and fulfill their requirements to get more sales volume.
- Partly responsible for product pricing.

Company Profile: Aker Biomarine is specialized in harvesting Antarctic Krill (*Euphausia superba*) and manufacturing Krill meal and Krill derived products.

Achievements:

- Krill meal is a Premium & functional aquaculture feed ingredient.
- I have joined in Dec 2019 and started my work with an unexpected COVID – 19 lockdown in the beginning of 2020.
- I have totally performed in challenging new-normal work environment with new style of tasks.
- I have achieved the total sales value nearly 4.0 Crore INR in my past 16 months work tenure.

2. KEMIN AQUASCIENCE

May 2018 – December 2019

Designation: **"Territory Manager – Key Accounts"**.

Role: Channel Sales, Corporate Sales and Key Accounts Sales Management.

Responsibilities:

- Responsible for Corporates & Key Customers in Shrimp Farming.
- In addition, I am also responsible for handling entire West Coast Market (Includes Gujarat, Maharashtra, Karnataka & Kerala).
- Responsible for developing new Channel Partners network.
- Responsible to recruit, build and nurture a Sales team.
- Responsible for Training, Motivating, and supporting sales team to improve their performance.
- Achieving sales targets through effective planning, setting goals, analyzing sales team performance data etc.

Company Profile: Kemin AquaScience is known for manufacturing Aquafeed supplements and other Aqua Healthcare products for Shrimp and Fish Farming.

Achievements:

- During my tenure, I have closely worked with most of the corporate and key accounts.
- I have worked very closely and created new joint venture program between Kemin AquaScience & Skretting, Norway.

3. GROWEL FEEDS PVT LTD

July 2014 – May 2018

Designation: **"Senior Marketing Executive - Technical"**.

Promotion received: **"Asst. Area Manager"**

Role: Feed Sales & Customer service.

Responsibilities:

- Responsible for Area Sales.
- In addition, I am also responsible for handling Kerala Market.
- Responsible for developing new Channel Partners network.
- Achieving the Sales Target through effective planning, setting sales goals.
- Conducting brand visible activities like Farmers Meeting etc.
- Managing Customers relationship and competitor's activities.

Company Profile: GROWEL FEEDS PVT LTD is leading Shrimp Feed manufacturer in India.

Achievements:

- I have started the sales from the basic Zero level in my given area.
- During my tenure, I have converted new channel partners to promote the feed sales.
- My maximum achievement per annum was 4.5 Crores INR.

4. BIOSTADT INDIA LTD

August 2013 – July 2014

Designation: **"Senior Field Officer - Technical"**.

Role: Aqua Healthcare Product Sales & Customer service.

Responsibilities:

- Responsible for south Gujarat & Maharashtra Sales.
- Achieved 80 Lacs INR Business value in 9 Months.
- Established Maharashtra Market during my Tenure.

5. PRIVATE SHRIMP FARM CONSULTANT

July 2010 – August 2013

6. GROBEST FEEDS CORPORATION INDIA LTD

June 2006 – July 2010

Designation: **"Technical Sales Officer"**.

Role: Shrimp Feed Sales & Customer service.

Responsibilities:

- Responsible for Area Sales.
- Established the North Kerala Market and developed a consistent sales potential for every year @ 100 – 120 MT since 2006 till now even after my resignation.
- Established better brand image.
- Still maintaining customers relationship in Kerala.

7. THE WATERBASE LTD

January 2005 - June 2006

Designation: **"Market Officer"**.

Role: Shrimp Feed Sales & Customer service.

Responsibilities:

- Complete responsible for the given area sales.
- Achieved 150 MT Feed sales within 6 months of period in the given small market pocket.
- Established better brand image.

8. MAHARAJA AQUATICS

January 2003 – January 2005

Designation: **"Shrimp Farm Technician"**

Responsibilities:

1. Responsible for Fish, Shrimp & Prawn Farms (P. Monodon, M. rosenbergii & Indian Major Carps).
2. Responsible for constructing new prawn farms in various locations.
3. Introduced Scampi Farming in new areas where no farming activities like Punjab & Orissa.
4. Complete in-charge for both nursery and grow-outs.

9. THE FRONTLINERS

August 2001 – January 2003

Designation: **"Marketing Executive"**

Responsibilities:

5. Responsible for Shrimp hatchery & Larval feed sales from Tamilnadu – Orissa.

EDUCATION:

Institution : MADRAS CHRISTIAN COLLEGE, East Tambaram, Chennai – 600059.
Year : June 1998 – April 2001
Course : B. Sc – Zoology (Industrial Fish and Fisheries)
Class : 1st Class
Score : 69.64 %

OTHERS:

SKILL 1 : Completed Advanced Diploma in Computers Applications.
Expert in MS – Office.

SKILL 2 : Able to communicate in 5 languages

1. Tamil : Speak, Read, Write
2. English : Speak, Read, Write
3. Hindi : Speak
4. Telugu : Speak, Read
5. Malayalam : Speak, Read

SKILL 3 : Excellent Car driving.

HOBBIES:

1. Long Driving.
2. Listening to regional music.
3. Intensive Travelling.
4. Playing shuttlecock.

PERSONAL DETAILS:

Name	:	<u>R ASHOK KUMAR</u>
Father's Name	:	P RAJAKRISHNAN
DOB	:	02/06/1980
Nationality	:	Indian
Marital Status	:	Married
Children	:	1 Baby.
Dependents	:	Total 4 members.
Current CTC	:	13.2 Lacs / Annum
Expected CTC	:	To be discussed personally at the time of Interview
Preferred HQ	:	Chennai, India
Notice Period	:	60 Days
Passport Validity	:	18/09/2014

DECLARATION:

I hereby **declare** that the above particulars of facts and information stated are true, correct, and complete to the best of my belief and knowledge.

Date : 20/04/2021

Place : Chennai



(R. ASHOK KUMAR)

REFERENCES:

- 1) Mr. Ravikumar Bangarusamy (General Manager – Technical)
Growel Feeds Private Limited
Cell: +91 8501993322.
Email: ravikumar.b@growelfeeds.com
- 2) Mr. Arul (Deputy General Manager)
Tablets (India) Ltd,
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*******THANK YOU*******