

Manu Radhakrishnan

Global Marketing Leader offering over 11 years of experience translating business initiatives and marketing strategies into bottom-line results in sales, revenue and client growth. Talented marketing strategist with expertise formulating pivotal revenue turnaround strategies and growing business significantly focused on solutions based projects, management disciplines, administration, and consultancy services in the Electrical and Oil & Gas sectors. Manu has set a track record in sales execution, sales team management, sales vision and strategy, focused on pursuit of large strategic transformational deals and propelled revenue to the organizations he has associated himself with. He has consistently supported prospective new business activities and has structured new business transactions, working closely with business leaders.

Contact
Mail Id
LinkedIn

Managerial Expertise

- Analysis & Planning
- Solution Development
- Product Launch
- Online Involvement
- Events & Advertising
- Profitability P&L
- Accountability
- Budgeting Awareness
- Stakeholder Relations
- Regulatory Affairs
- Human Capital
- Training & Development

Domain Expertise

- Business Development
- Account Management
- Client Relations
- Negotiation Partnering
- Institutional Sales
- Distributor & Retail Sales
- New Business Acquisition
- Market Research

Revenue Generated to the tune of....

- AED 12Mn per annum in CORTEM
- AED 8Mn per annum in EMSI
- AED 8Mn per annum in EMSI
- AED 5Mn per annum in AL SHAIBEH ESTABLISHMENT
- AED 5Mn per annum in AL SHAIBEH ESTABLISHMENT

Career Timeline

Since June 2016 CORTEM GULF FZCO (OFFICIAL SUBSIDIARY OF CORTEM SPA, ITALY) Sales Manager (Qatar, Kuwait, Bahrain & Electric Heat Tracing (Eht) Segment)

As the Sales Manager of Cortem, Manu managing assigned territories and ensuring effective, efficient and economical use of available time and Company assets to achieve sales targets and objectives. He remains as the key account manager for ELECTRIC HEAT TRACING SEGMENT as well. Within the segment he handles complete sales portfolio for:

Products Catered To:

Complete Range Of Explosion Proof Electrical Items Including Light Fittings, Junction Boxes, Control Stations, Cable Glands, Socket Outlets, Eht Panels & Distribution Boards.

March 2015 to May2016 ELECTRO MECHANICAL SYSTEM INTERNATIONAL (EMSI Inc.) Senior Engineer, Sales & Marketing – Qatar, Bahrain & Kuwait Handling operations

As the Senior Engineer Sales and Marketing, Manu was instrumental in ensuring the below products established there space in the market, ensuring sustenance as the market leader.

Products Catered To:

Conduit, Raceway & Support Systems, Conduit Fittings, Enclosures, Installation Materials, Lighting Products & Accessories, Wire & Cable, Power Conditioning Products, Grounding & Lighting Protection, Instrumentation & Process Control, Utility & Telecom Products

September 2008 to January 2015 AL SHAIBEH ESTABLISHMENT Sales & Business Development Engineer- Electrical Division - Doha & Qatar

As the face of the company handling representatives and stockiest in Qatar, covering oil & gas, petrochemical market segments and handling offshore/onshore projects, Manu led the role of a Sales & Business Development Engineer of the Electrical Division. He handled the following product portfolio under his tenure.

Products Catered To:

Light Fittings (Ceiling/ Recessed/ High Bays /Flood Lights), Control Stations, Cable Glands, Junction Boxes ,Socket Outlets, Distribution Boards under explosion proof range.

Key Deliverables

- ✓ In partnership with the members of leadership team, drive the overall strategic direction for the company, contributing actively to the evolution and execution of strategic business plans. This includes cementing the organization's position as a leader in the market, acquisition of additional value-creating and complementary projects.
- ✓ Develop and lead an annual corporate sales strategy process for the company inclusive of communication to the Board of Directors working closely with Finance and other functions incorporating the long-range planning process.
- ✓ Develop and execute on prospecting strategies designed to bring in desirable business Leverage existing relationships as well as develop new ones
- ✓ Develop sales pitches and presentations, respond to RFPs, recommend revenue sharing and other partner compensation strategies
- ✓ Lead partnership negotiations to desired outcomes
- ✓ Optimize & scale partner enablement reach by launching, managing, growing and nurturing the relationships of existing partners, developing new channels and enhancing the channel partnership program.
- ✓ Guide special projects that support changing sales and marketing growth objectives.
- ✓ Develop and manage the budget for designated areas of responsibility.
- ✓ Provide the Executive Leadership necessary to ensure that we hire, train, and develop our teams - such that they consistently set the highest standard for the experience they give our customers and are personally and professionally fulfilled by their work

Manu Radhakrishnan



Date:

Dear Mr./Ms.

Greetings!

As an accomplished executive-level manager with 11 years of experience driving top-performing sales teams, I possess a unique combination of talent and expertise that will allow me to positively impact your bottom line. As your , I would be positioned to leverage a strong record of identifying and seizing opportunities to ensure immediate and lasting revenue growth for .

My expertise lies in devising and implementing effective business development strategies, driving startup sales teams, and securing multimillion-dollar contracts to accelerate sales and revenue growth. Throughout my career, I have managed staff recruitment and corporate restructuring initiatives while simultaneously achieving strong market penetration. Additionally, my success in orchestrating results focused sales training and coaching programs positions me to make a significant impact on your business performance.

My career as a sales executive includes a broad range of highlights, such as,
Building dynamic sales teams and implementing staff training programs that allowed for effective change management and propelled revenue increases of AED 12Mn.
Coordinating cross-departmentally to incorporate and lead a broad range of sales strategies that deliver year-over-year revenue growth within global markets.
Forging and sustaining exceptional relationships, resulting in robust sales performance and aggressive business development and growth.
Leveraging deep industry experience, along with strengths for developing key business alliances, to consistently expand market footprint and surpass sales quotas.

The enclosed resume provides an overview of my previous sales successes; however, I look forward to meeting with you personally so that we may discuss the value I can bring to . In the interim, thank you for your consideration.

Sincerely,
Manu Radhakrishnan