

VENKATESH MUTYALA

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SYNOPSIS

Highly accomplished and dedicated professional offering over **15** years of experience in **Telecom Sales, Retail Management and Teaching field, Masters Degree in Marketing Management (MMM)** from **Pondicherry Central University**

- Over 5 years of experience in education field in the area of management, retail, sales, marketing and business development.
- Strong understanding of Customer Service in Telecom, Retail & Wholesale sector in United Kingdom, Scotland, Ireland and India
- Over 4 years of experience in Financial Services such as Loans Division & Insurance for reputed companies like Birla Sunlife Insurance Company, Standard Chartered Finance Ltd. and Citi Bank
- Unique blend of exceptional Retail Sales & Marketing skills, combined with solid business management and a vision to marry new market opportunities, coupled with hands-on experience in the Financial domain
- Well-rounded and highly experienced in Marketing Management, Strategic Business Development, Relationship Building and Public Relations with an excellent track record of increasing business volume while developing key accounts
- Excellent track record of increasing business volume whilst developing relations that generate Cost Savings and streamline business processes
- Drive an organization forward through concrete action, building skills and selling value add that increases perceived value of products and services; sound relationship building, communication and negotiation skills
- Ability to add instant credibility through professionalism and command of the market and products
- Solid professional standards; excellent track record of dependability; maintain focus on achieving results while formulating and implementing solutions to meet diversity of needs
- Driven by desire to succeed; proven skills in managing strategic marketing initiatives to create and sustain brand positioning

CORE STRENGTHS

- Retail Industry Expert Coach
- Marketing, Business Development & Sales
- New Product Development
- Promotions & Merchandising
- Complete Product / Brand Management
- Product Marketing
- NOS – Retail Sector (Govt of India)
- Market Research / Survey & Analysis
- Customer Relationship Management
- Retail Store Operations
- MIS Reporting
- Competitor Benchmarking
- Resource Management

EMPLOYMENT CHRONICLE

CAREER PATH
Retail Industry Expert – St Francis College for Women, Hyderabad
Training & Development and Store Head – Mebaz Corporate
Training & Business Head , Domestic Workforce Service Pvt. Ltd., Hyderabad
Business Development Manager - Retail , Lycatel Ltd., London, UK
Retail Merchandise Manager , Lebara Mobile Ltd., Birmingham, UK
Agency Manager , Birla Sunlife Insurance Pvt. Ltd., Hyderabad
Team Manager , Standard Chartered Finance Ltd., Hyderabad, India

Key Deliverables:

Marketing, Business Development & Sales:

- Identify new markets, develop acquaintances / network and recommend strategies to drive forward positive opportunities identified
- Smoothen business development activities by guiding and identifying issues hindering growth and implementing strategies and actions to resolve the same
- Perform high quality sales activities adhering to defined / set metrics on quality and quantity perspectives
- Build market position by locating, developing, defining, negotiating and closing business relationships

- ✚ Develop prospective plans for account & channel management and manage multiple key accounts
- ✚ Track accounts effectively for discovering future possibilities for sales while achieving the same in a shorter cycle ensuring revenue realization on time
- ✚ Penetrate new accounts by efficiently engaging channel partners and realigning efforts of the sales team to mitigate gaps if any in achieving set targets

Promotions Management:

- ✚ Drive creation of rolling and retailer specific promotional plans & their effective implementation by working closely with both Sales & Marketing teams as well as key customer and agency contacts
- ✚ Develop strong working relationships with the product teams to ensure smooth launch of all new promotions and any other initiatives that meet commercial requirements
- ✚ Ensure the Marketing team is kept abreast with any relevant developments related to competitor activities in the channel
- ✚ Provide essential support for the Sales and Marketing teams in terms of presentation development and merchandising
- ✚ Identify target markets against marketing objectives and plan campaigns accordingly
- ✚ Initiate promotional measures to teams for direct sales & marketing support to vendors

Strategic Planning & Execution:

- ✚ Set marketing goals along with sales and product marketing ensuring meeting / exceeding all growth and development targets by actively establishing / maintaining market awareness, acceptance and allegiance
- ✚ Introduce marketing programs / strategies for products & services for market and customers to achieve organizational goals by utilizing comprehensive knowledge of the market
- ✚ Conceptualize, create and implement low cost customer acquisition strategy to consistently increase number of customers
- ✚ Devise strategies, benchmark performance standards ensuring compliance to good practices, safety & offer prompt services

Relationship Management:

- ✚ Maintain cordial relations with clients strengthening benevolence in the market to increase business profits and maintain business continuity
- ✚ Execute client centric operations ensuring their satisfaction by achieving delivery and service quality norms
- ✚ Identify and evaluate potential vendors for cost effective business operations
- ✚ Develop and maintain service relations with clients for in-depth understanding of their requirements and focus on resolving their issues / problems by providing them long lasting solutions

Resource Management:

- ✚ Conceptualize & develop training & development initiatives for improved productivity, capability building and quality enhancement to deliver high standards of projects
- ✚ Initiate goal setting, obtain target agreement and provide directions to achieve requirements; ensure targets are achieved in each performance area quantifying utmost customer satisfaction by conducting periodical training sessions to team members

Noteworthy Credits:

- ✚ Highly appreciated for efficiently handling operations with highest level of quality for 8 regional offices in UK
- ✚ Efficiently handled Promotional operations for retail store operations in Scotland and France
- ✚ Successfully produced a monthly channel marketing review detailing visibility and promotional metrics including photographs, detailed CPA analysis and recommendations for regional offices across UK
- ✚ Successful in delivering a suite of management reports covering all marketing activities including CPA analysis and ROI
- ✚ Credit of efficiently handling and exceeding sales targets across liabilities, retail assets, business banking, credit cards, etc.

ACADEMIC DOSSIER

- ✚ **Masters Degree in Marketing Management** from Pondicherry Central University in 2004 with Merit
- ✚ **International Certified Training Professional in NOS – Retail Sector**
- ✚ Successfully conducted sessions on Retail Skilling, Career enhancement skills for more than 2000 candidates and many reputed institutions such as RYK Project, REEMAP, VIET (vizag), IIIT – Basar, IIIT – Gachibowly, VJIT, Bharat Institute of Tech and many more.