

N.S HENRY JUSTIN

D. No 6-5-17, Self-Finance Colony, Vanasthalipuram, Hyderabad, Andhra Pradesh

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SALES AND MARKETING PROFESSIONAL

Seeking Top Level Sales and Marketing Industry Professional with 28+ years of experience in delivering optimal results

Executive Summary

- **Career Graph of 27+years** reflects my achievements and proficiency. Driving sales & marketing/ business development initiatives to acquire and retain a wide base of high profile clients. Forte in
 - Steering multiple functions to exploit available sales potential such as **Strategic Planning, Sales Forecasting, Key Account Management, Business Planning and Implementation, Revenue Growth, Brand Promotion, Team Management, Dealer Management, Distribution, Market Penetration, Promotional Activities**
 - **Tapping markets, handling high-value domestic customers**, consolidating interests and products
- Formulating and implementing corporate strategy and control systems to achieve corporate objectives. Adept in setting direction for the company and defining mission statement. **‘Lead by example’ style of management**
- A conceptualist with **knack for fresh approaches while understanding critical communication drivers and trends in multiple markets**; adept at evaluating and **designing innovative product/ brand promotion campaigns/ projects** to create brand awareness, corporate image building and accomplish brand communication objectives
- **Excellent Relationship Management skills**, articulate, combine strong business acumen with the ability to conceive profitable and efficient solutions utilizing technology. Industrious, thrives on a challenge while working effectively with all levels of management and the people therein
- Expertise in team collaboration resulting in **team building, conflict resolution, setting goals, driving results and implementing change**

Professional Experience

Ms.Bubble Organic food products Private Ltd- Chennai -Currently working - [as Regional Sales Manager South India](#)
H.Q : Hyderabad Telangana. - Product All Commodity products

From Sept 2021 to April'2022

Handling Areas- Telangana, Andhra Pradesh, Karnataka, Tamilnadu & Kerala

Ms.Lifecare Neuro Products Ltd- Baddi , worked as **Sr. ASM(AP)** in Sales from 18.09.2020 to March”2020

Appointed Distributors and field staff successfully Launched new Product “ **DAILY TAB** ‘ Immunity Booster in the market

Ms. Saru Agro Foods Limited, Navi Mumbai from Jan 2017 to till Jan 2020 as [Zonal Sales Manager South India](#)

H.Q- Hyderabad -Handling Telangana, Andhra Pradesh, Karnataka and Tamilnadu Products: Confectionery,

Sauces, Jams, Ginger garlic paste, vermicelli, Pastas & pickles Appointed CFA’s in Telangana-1, A.P -2 Nos, Banglore-02 nos

Tamilnadu – 2 nos plus Super Stockiest, distributors and Field Staff.

Ms. Maryaday Agro Foods Pvt Ltd, Bareilly, U.P from May 2016 as Dec 2016 as [Regional Sales Manager- South India](#)

H.Q. HYDERABAD -Handling Telangana, Andhra Pradesh, and Tamilnadu.

Products FMCG, Beverages, Oils (Edible) Personal Care, Cosmetics, Commodities, Groceries and Home care

Company stopped Operation of FMCG Products IN INDIA

Ms. Santorini Beverages – Mumbai From June’13th To April 2016 (3years) as [Zonal Sales Manager – South India](#)

H.Q. HYDERABAD -Area: Telangana, Andhra Pradesh, Karnataka, Tamilnadu and Kerala with 16 Super Stockiest.

Team Size presently 2 Managers 3 Sales Officers 12 TSI’s and 5 psrs

Products: Café Rio Coffee and Confectionery

V.T IMPEX LTD (SPICES - MASALAS), since March 2009 to April’ 13 Brand- Gubaki (4 Years) [Regional Sales Manager- A.P](#)

Team Size: Handling a team of executives, S.O, with 3 Area Sales Managers

- Strategize and implement **long term business goals** to ensure maximum profitability
- Explore business opportunities across different segments and **generate needed sales thrust to capitalize on the available potential**. Maintain constant vigil on market dynamics to attune marketing strategies
- Constantly pushing sales team members to give their best and myself, framing strategies to overachieve targets
- Formulate and implement **market specific brand promotional line** of attack to amplify the top of the mind recall.

- **Manage key accounts** with focused approach and nurture relations with them for productive business relations
- Drive **new client acquisition efforts**, relationship management for maximum client retention and tactical execution of promotional campaigns to facilitate brand leveraging and increased market penetration
- Strategy planning for **enhancing brand image, acceptability, positioning and new brand launch**, resulting in increased sales and consistent growth in business opportunities
- Actively involved in analyzing and translating client's brief into creative brief, and **skillfully managing all brand building exercises to develop the organization as a brand**
- Plan, execute strategies & promotional campaigns for sales initiatives for brand leveraging and to increase market penetration
- **Develop distribution strategy and appoint distribution partners and looking after distribution salesmen** for allocated market in line with the requirements and demand of the target clientele
- Map business dynamics with **continuous monitoring competitor moves, product evaluation and changing needs** for realigning strategies for business development
- Administering Monthly, Quarterly & Annually set Targets and making efforts to attain these targets on time

VNS INNOVATIONS PVT LTD, Sept 2005 - Jan 2009 (4 Years) as

[Regional sales Manager-A.P](#)

- **Brand – sweatex (Under arm dress Liner)**

Areas covered entire Andhra Pradesh & Chennai city only

- Analyzed competitors' activities, providing inputs for product enhancement, fine tuning sales & marketing strategies
- Performed pivotal role in identifying new opportunities and mining business from existing contacts. Accomplished cross functional coordination with the clients and made accurate and detailed analysis of their business requirements and thereafter provided cost effective solutions
- Formulated/ implemented business plans and promotional policies for Marketing to generate desired impact on the market. Developed an entire dealer network right from the scratch and provided them detailed knowledge, resulting in deeper market penetration and reach
- Devised new initiatives and converted them into viable projects. Ensured wide distribution of products through effective market penetration, brand promotional activities and programs

VUYYURU FOODS & BEVERAGES PVT LTD, Nov 1998 - Aug 2005 BIKYS Soft Drinks (7 Yrs.) -[Senior Marketing Manager](#)

- **Handling South India North India - Delhi, Rajasthan and Western U.P.** and administered Sales & Manufacturing Unit in Jaipur
- **Appointed C & F , Super Stockist & Distributors &Marketing Consultants in New Delhi to tap Unrepresented Areas**
- Pivotal in planning and implemented innovative new schemes new strategies for new brands and launched Brands

MADHUR FOOD PRODUCTS LTD, August 1994 - October 1998 Brand Madhur (4 Years) As [Area Sales Manager](#)

H.Q. HYDERABAD -Product - Spices & Instant Mix Joined as Sales Supervisor and Promoted as ASM

CAVINKARE LTD, June 1990 – July 1994 H.Q. HYDERABAD As [Territory Sales In-charge](#)

Appointing Distributors and doing Secondary Sales and achieving set Targets

- Bestowed with the best S.R for the entire State in the year 92-93

Academic and Professional Development

- **Bachelor of Commerce - 1990**

Training: Trained in NIS ([National Institute of Sales](#)) Sponsored by Cavin Kare Ltd

D.O.B: 30th December 1965

Salary Drawn Rs : 12.00 Lakhs p.a plus T.A & D.A

Expected : Negotiable

References: Available on request