



Antony Thomas

SALES MANAGER

Profile

A passionate professional with over 10 years' experience in Business Administration and Sales across various industries including **Telecom, FMCG and Insurance**.

A strong history of leading high-performance teams to meet or exceed objectives. Dedicated and hardworking with an internal drive to deliver excellence. Tactical team builder with a strong background in training and team development. Excellent business communication and interpersonal skills.

Focussed, goal-oriented, flexible and self-motivated. Respectful to a multi-cultural environment, adaptable and a straight shooter.

Employment History

Business Development Manager, Avani Eco Middle East LLC, Dubai

FEBRUARY 2021

- Responsible for managing and motivating a sales team with the purpose of increasing top line revenue for the company.
- Train sales team to present, interact and close deals with customers where required and to provide field support to sales team as and when required.
- Develop and maintain channel partnerships to enhance sales opportunities and capitalize on channel market leverage in a way that is beneficial to both parties.
- Negotiate with key accounts including brands owners, FMCG clients, luxury hotels and other channel partners to maximize revenue growth.
- Ensure active working relationships with channel partners and flow of information from principal to channel in a timely and professional manner.
- Identify key consumer behaviours to help company effectively implement marketing and product strategies.
- Work with management to roll out end user offers with a view to increase tertiary sales thereby ensuring channel partner benefits via healthy secondary sales.
- Manage delivery and logistics of orders via company vans and third party tie-ups.
- Keep track of payment receivables and coordinate with accounts team to manage and close receivables in a timely manner.
- Follow up on back-log payments from key accounts and defaulting clients through email, phone calls, personal meetings.
- Prepare and present quarterly reports along with strategies and plans to expand clients base and revenue.
- Track and analyse market competition and report to management if threats or opportunities materialize.
- Analyse performance of sales team and work with management on staff reward system based on the performance and target vs achievement parameters.

Details

Dubai, United Arab Emirates

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NATIONALITY

Indian

DRIVING LICENSE

Yes

DATE / PLACE OF BIRTH

10/01/1985

India

Skills

B2B Sales

Administration

Client Relations

Business Communication

Finance

Leadership and Teamwork

Content Writing

Knowledge of MS Office

Hobbies

Writing, Reading, Basketball, Boxing, Driving, Cooking, Fitness.

Languages

English

Hindi

Malayalam

Administration and Sales , Restaurantware LLC, Dubai

NOVEMBER 2017 — JULY 2020

- Coordinate with various departments within the company to ensure smooth transfer of information, and to assist team leads and managers in arranging their requirements for efficient running of their respective departments.
- Coordinate with the PRO for visa processing, employee insurance, visa cancellation, HR training, new office registration and other activities which require UAE government approvals.
- Ensure the health and safety of all staff by having proper protocols in place for office, warehouse and logistics personnel.
- Prepare report on operational expenses, manage accounts receivable/payable, petty cash.
- Prepare annual report for presentation to General Manager.
- Automate office operations, managing client correspondence and record tracking in data base.
- Handle inventory management and restock cycle for the products according to season and demand characteristics.
- Coordinate with freight forwarders to arrange for the restock containers to be cleared from customs and delivered to the company warehouse. Also, manage the dispatch of ageing stock back to USA via sea freight in order to make space for moving stock.
- Manage sales targets as informed by company and to do the required to ensure the target is achieved through promos, meetings, offers to end users etc.
- Increase business opportunities through cold calls, meetings, online marketing and channel partnerships.
- Translate management directives into actionable mandates for frontline staff.
- Follow through on any other activity deemed necessary for daily operations or as per management direction.

Asst Manager - Administration, Petrolink Data Services Pvt Ltd, Kochi

JANUARY 2013 — SEPTEMBER 2017

- Manage the daily non operational functions of Petrolink office in Kochi, India.
- Keep track of daily tasks as per task allotted (internally or externally) and ensure completion within stipulated TAT
- Work in liaison with HR department to formulate and implement/amend/revoke policies as per management guidelines and or requirements.
- Presentation preparation, document maintenance, proof reading business documentation and logistical arrangements for General Manager.
- Visa procurement, travel arrangement and accommodation for all internal employee transits/exchanges/trainings.
- Manage company transportation for on roll employees to and from work.
- Maintain company vehicles' documents, insurance and tax forms.
- Ensure staff compliance to security protocols and HR policies.
- Manage employee insurance and act as employee touch point for all insurance related queries/resolutions.
- Maintain office infrastructure and manage housekeeping staff and company
- Manage all facility issues by working with facility management teams as per

management requirement.

- Manage any and all internal office space restructuring formats including addition/deletion of cubicles, office cabinets, furniture etc
- Ensure fire safety standards are up to date and carry out fire safety training and mock drills once every six months
- Controlled all confidential and proprietary information released to company clients after procuring due approvals from

Unit Sales Coordinator, Industrial Credit and Investment Corp of India

APRIL 2011 — JANUARY 2013

Ensuring visibility and availability of ICICI Lombard insurance in vehicle dealerships assigned to my portfolio.

- Research the portfolio targets and carry out the upselling and cross selling activities in the market to generate sales .
- Meet monthly targets compartmentalized by products ensuring individual product target achievement.
- Build relation and good rapport with key account stakeholders and management thereby increasing sales and coverage for ICICI Lombard general insurance products.
- Conduct an analytical study of the top 3 competitors, their products, and prepare a report on it on quarterly basis to be submitted to reporting manager.
- Compare ICICI Lombard products to similar competition products and come up with strategies to beat their product.
- Conduct sales drives via direct sales using kiosks and single touch point outlets in front of car showrooms, malls, and vehicle registration authority offices to improve visibility and generate leads/sales
- Responsible for the provision of satisfactory after sales service, customer conversion and effective retention strategy implementations.
- Coordinate with underwriting team to evaluate potential customers for SME packages and to be part of investigating team to portfolio area assigned for assessment of insurance claims.

Retail Sales and Trade Marketing Executive, Vodafone Cellular Ltd, Kochi

JULY 2009 — OCTOBER 2010

- Conduct assigned distributions' market analysis to meet demand and supply needs for Subscriber Identity Modules (SIM) and E-Stock.
- Ensure Channel management and Retail Benefit management to warrant efficient product distribution and sales in assigned markets
- Track, monitor and carry out Metrics Report generation on Average Revenue per Unit (ARPU) and competition mapping
- Generate comparative analysis reports with high functioning market competition and determine process improvements.
- Develop POS marketing materials by working with marketing department and ensuring the materials are distributed to all retailers within channel purview.
- Strategize point of sale marketing campaigns and implement them with help of channel partners, retail outlets and company marketing team to effectively enhance tertiary sales via enhanced walk ins facilitated by marketing campaigns and word of mouth.
- Analyse data regarding pre and post marketing sales figures and present report to management.

- Responsible for consistent top line target achievement and coordination of the primary, secondary and tertiary sales mandates as put forth by management on monthly basis.
- Engage with the marketing team on introducing effective strategies at retail touchpoints to ensure higher visibility to end-user targets and implementing the measures thus deduced to increase prospect visibility and thereby sales.

Education

Mater of Business Administration, Mahatma Gandhi University, Kerala, Kochi

APRIL 2007 — JUNE 2009

BA Economics, Mahatma Gandhi University, Kerala

MAY 2003 — APRIL 2006

Extra Curricular Courses

1. **Basics of Stock Market and Fundamental Analysis, Online Course by CA Rachana Ranade**
2. **Crypto Currencies and Blockchain Technology, Online Course by Sharique Shamsudeen**