

# **GOPINATH GANESHALINGAM**

## **Sales and Marketing Professional**

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Visa Status - Own Visa

Driving Licence - UAE



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### **Professional Profile**

I am a highly motivated sales and marketing professional with over eleven years of experience in various sectors, including Electronics, FMCG, world-renowned Lubricants, and automotive spare parts brands in Sri Lanka. I have already obtained a UAE driving license. I believe in developing and sustaining healthy customer relationships to improve sales performance. As an executive with excellent language and cross-cultural competencies, I am very interested in being part of Choithrams .

### **Professional Experiences**

#### **Branch Operational Executive - Sales - Key Accounts - Northway Super Market, Sri Lanka Dec 2019 - Now**

As a Branch Operational Executive in a Supermarket FMCG with key accounts, I was responsible for managing and maintaining relationships with key clients, ensuring their satisfaction and loyalty. I developed and implemented sales strategies to increase revenue and market share, while also overseeing day-to-day operations of the branch. I effectively managed inventory levels and ensured timely delivery of products to customers. Additionally, I provided exceptional customer service and resolved any issues or concerns promptly and professionally.

#### **Sales Executive Diesel & Motor Engineering PLC April 2016 to March 2017**

I was mainly associated with sales and marketing operations of Automobile spare parts in Northern and Eastern provinces of Sri Lanka. I helped to build vast range of customer base for automotive spare parts in the mentioned provinces.

#### **Regional Sales Executive Ideal Choice (Pvt) Ltd May 2018 - October 2018**

I was responsible for the sales and marketing of automotive spare parts in Northern Province of Sri Lanka.

#### **Sales Executive Mobil Lubricants at Mclarens lubricants Ltd May 2011 to March 2016**



I started my career in Lubricants at Mclarens Ltd. I was the first sales executive who introduced the 'Mobil' Lubricants on behalf of Mclarens Lubricants Ltd in Northern market of Sri Lanka and I was instrumental in creating and sustaining a significant level of market share for 'Mobil' brand lubricants in the market.

**Senior Sales Development Executive MOTUL  
Lubricants at Micro Holdings, Sri Lanka Nov  
2018 - Nov 2019**



Responsible for developing and sustaining market for French origin MOTUL lubricants in Northern and Eastern provinces of Sri Lanka.

**Senior Sales Executive Total Lubricants at  
Nawaloga lubricants (Pvt) Ltd April 2017 -  
February 2018**



I worked meticulously creating a considerable market for 'Total' Brand lubricants. I was also involved in researching and reporting on the market mainly sales forecasting, competitor's market capitalization, promotional offers and new products to top management in order to develop a better sales and marketing strategy.

**Part-time Service Station Manager A to Z Enterprises Pvt  
Ltd, Sri Lanka Feb 2017 - Nov 2019**

I managed the service station efficiently effectively, I did manage operations of the service station during weekends while working in a full-time job as the branch manager at an electronic retailer, stated above.

**Professional Qualification**

- I participated in a seminar in 'Distributor Professional Sales processes' management in Thailand
- I completed work shops in "Customer Care and Selling Skills" and "customer care and professional business etiquette" organized by Smart Gust (Pvt) Ltd □ Trained EMT (Emergency Medical Technician) course at level - 1

**Key Strengths**

- 13 years' experience in Sales and Marketing
- Managerial experience of Super Market and Retail showroom
- Building and sustaining customer relationships
- Sales planning and procedures

**Previous job roles**

- Branch Operations Executive - Key Accounts - Northway Super Market
- Part-Time Automotive Service Station Manager
- Sr. Sales Executive - Lubricants
- Regional Sales Executive - automotive spare parts and lubricants

**IT Skills**

- Microsoft Certified Professional - MCP Holder
- MS PowerPoint
- Quick Book

**Language Skills**

- English - Professional
- Tamil - Native
- Sinhala - Fluent
- Hind - Basic
- Malaiyalam - Basic