

## **Suresh Thangasamy**



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## **PROFESSIONAL PROFILE**

I am an enthusiastic and dedicated professional with extensive experience across all areas of retail management. An exceptional leader who is able to develop and motivate others to achieve targets, I can demonstrate a strong ability to manage projects from conception through to successful completion. A proactive individual with a logical approach to challenges, I perform effectively even within a highly pressurized working environment.

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## **OBJECTIVE**

I am now looking for a better opportunity within the retail sector. I am therefore keen to find a new and suitably challenging role within a market-leading organisation.

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## **CAREER SUMMARY**

**Current Organization: GLT Middle East Express LLC**

**Designation: Head Of Sales & Marketing**

**Period: JULY` 22 till Working**

- Handling a team of Account Managers / BDM / Recruiters for IT Staffing & Solutions
- Account Management & New Client Acquisitions
- Development of new sales proposals & operations activity. Create strategy around Client Acquisition Delivery.
- Business Development Lifecycle – Understand internal delivery competency, Research, Client.
- Evaluation, Connect, Introduction of the delivery SPOC, intervene to solve any challenges
- Responsible for Cost Center for the IT Professional Services Vertical
- Strong organizational and time management skills – never late and delivers on time
- Strong written and verbal English communication skills
- Strong sense of ownership and a passion for driving results
- Must be strong professional with a combination of analytical and contextual thinking.
- Excellent communication skills and influencing skills across all levels of the organization
- A go-getter, someone who can take their own initiative and doesn't require direct supervision
- Flexible approach to work
- Customer-centric mindset
- Manage development and implementation of high impact marketing programs for ATL and BTL channels
- Implement campaigns to Identify and capitalize on opportunities to create demand within the market, grow market share substantially with improved admissions and box office
- Brand partnerships – work with the Partnerships Manager to secure partnerships that deliver incremental advertising exposure
- Brand management & communications – ensures consistent marketing messages are communicated in all advertising and collateral efforts, ensuring brand/movie guidelines are

adhered to at all cinemas, by partners and media, and create exciting collateral and marketing materials that are fresh and innovative

- Prepare end of campaign reports detailing campaign highlights
- Adhoc projects as requested by the Managing Director and Marketing Director
- Set Monthly store targets along with the brand Director
- Achieve sales targets through a pro-active commercial agenda, developing and planning new business initiatives that drive overall sales and business improvement.
- Monitor the monthly stores KPIs, and retail analysis
- Analyze business reports and provide the direction for corrective action where required.
- Provide critical analytical feedback on store performance at the weekly / monthly trade reviews together with the Brand Director.
- In conjunction with Planning and Buying teams, analyze each individual store performance in relation to sales / space / sales mix and density.
- Align with Marketing team, to define a communication strategy for the brand
- Maintain commercial layouts in each store, flexing according to seasons.
- Ensure that the territories inventory is in the right place, at the right time, in the right volume to maximize sales and minimize markdown and terminal stocks.
- Contribute and support the business in achieving the Dare Today, Change Tomorrow sustainability strategy.

**Previous Organization: J&T Middle East Express LLC**

**Designation: Business Development Executive**

**Period: FEB` 22 till July 2022**

- Using networks and online research, identify and qualify new sales leads.
- Follow up on any sales leads, clearly providing pertinent facts.
- Use telephone, email, and internet contact to build and maintain strong connections with new and existing partners.
- Become a product expert and be able to effectively present the company's items to current and new customers.
- Meet sales targets and KPIs on a weekly and monthly basis.
- Attend conferences, meetings, and industry events on behalf of the company.
- Be an expert in the company's products and be able to sell them successfully in any situation.
- Be able to demonstrate a thorough understanding of the company's industry and markets.
- Have a knack for selling and recognising business opportunities.
- Have an excellent understanding of (or willingness to learn about) customer relationship management (CRM) systems like Salesforce.
- Feel at ease in a goal-oriented environment and endeavour to overcome any obstacles that may prevent targets from being fulfilled.
- Demonstrate effective time management Heading Sales & Operations Team
  - Owning P&L for the SMB Telecom & IT Sales vertical
  - Setting up Sales & Business Development Strategies and work towards the timely implementation
  - Staffing – Recruitment, L&D, Productivity Management
  - Initiate & Implement Sales & Operational Policies & Procedures
  - Working close with Marketing Vertical for Online Presence, Digital & Online Marketing initiatives and planning abilities.

**Previous Organization: Reliance Retail Limited.**

**Designation: Regional Manager**

**Period: FEB` 19 till Feb 2022**

- Lead a selling culture within the team and maximize sales in store and through all digital channels
  - Identify and anticipate opportunities to drive sales performance and availability through regular review and analysis of MI and embed this behavior in the team
  - Lead the business selling strategy and inspire your team to deliver store and regional events
  - Build strong relationships, networking both internally and externally, to drive sales performance, maximize footfall, share best practice and provide influencing business feedback
  - Lead the store team to ensure right first-time implementation of all retail activity and deliver excellent visual standards of presentation
  - Lead a selling culture within the team and maximize sales in store and through all digital channels
  - Identify and anticipate opportunities to drive sales performance and availability through regular review and analysis of MI and embed this behavior in the team
  - Lead the business selling strategy and inspire your team to deliver store and regional events
  - Build strong relationships, networking both internally and externally, to drive sales performance, maximize footfall, share best practice and provide influencing business feedback
  - Lead the store team to ensure right first-time implementation of all retail activity and deliver excellent visual standards of presentation
  - Drives accuracy & availability process to deliver business availability targets.
  - Manages an effective food fill and top up process through the delivery of cost improvement programs and productivity targets.
  - Probes daily diagnostic and takes action to deliver stock to the required standard every day.
  - Manages on shelf availability and checks store stock reports for accuracy and sign off on a daily basis.
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- Reviews and implements plans at department level accurately reflecting the floor plan and recommendations from the planning team.
  - Coaches' advisors to deliver and maintain sale floor plans.
  - Provides feedback to visual merch. manager of any issues with the plans and ensures store feedback is provided as part of the floor plan sign off process.
  - Manages space and equipment accuracy within the store.
  - Delivers décor to policy and liaises with the relevant teams to ensure correct implementation.
  - Lead the delivery of a safe and legal working environment for colleagues and customers to ensure the store is always compliant
  - Drive operational excellence throughout the store and look for opportunities to work efficiently and continuously improve
  - Analyze risks and opportunities to maximize profitability and control store operating costs
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- Use the store resource allocation and drive a culture of flexibility to meet customer and operational needs
  - Lead the delivery of business change
  - Ensures the store is 'Ready To Trade' and corporate standards are maintained throughout the day
  - Ensures clean as you go is a rhythm and routine through the section manager team driving this on their departments
  - Drives a collaborative approach with the visual team on delivering excellent standards across all aspects of Visual Merchandising and ensuring the delivery of the Marketing Principle for all 'eye and buy' level decor

- Works with the Commercial Department Manager and Café Managers to deliver the Food best practices across the relevant department
- Ensures a memorable shopping experience (MEMS) by engaging with and making a personal connection with the customer.
- Delivers great service for our customers and role models 'Service -Doing the Right Thing' and our 4 key service behaviours at all times - 'Being Positive, Being Determined, Taking Ownership & Responsibility and Being Respectful'.
- Ensures service standards are driven throughout the day by conducting Ready To Trade checks, customer walkthrough and Observations.
- Ensures right people in the right place and reacts on a daily basis to meet the needs of our customers
- Effectively manages and resources all service points e.g. till point, etc.
- Engages with team to ensure their understanding and delivery of the Customer Service Experience
- Resolves customer complaints in a timely manner.
- Demonstrates an awareness of the competition's service proposition and makes comparisons to the service offered across the store.
- Ensures individual and team's personal appearance meet the M&S standard including the wearing of the correct uniform and name badge.
- Delivers the performance review process within agreed time frames and drives delivery of consistent standards of performance and behaviour.
- Agrees stretching targets for their team and takes appropriate action to deal with poor performance in a timely manner.
- Takes an active role in ensuring all new and existing employees develop the skills and experience to perform well in their roles.
- Identifies and develops talent through effective development planning.
- Identifies recruitment needs and takes active role in the selection of their team.
- Implements Company HR policies fairly and consistently across the store to drive improvements in attendance and behaviour.
- Takes Ownership for own development.
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**Previous Organization: FUTURE GROUP. ( FBB)**

**Designation: Senior Store Manager**

**Period: JAN` 17 to JAN 19 .**

- Budget vs Sales.
- Dump And Shrink.
- Promotion and communication.
- Manpower Management.
- Stock fill rate and inventory.
- Store operating procedures.
- Statutory Compliance.
- Achieving the margin or EBIDTA.
- Crisis management.
- Customer Service Management.
- Accountable fully for the Profit and loss of the store and ensuring an upward graph of L2L growth every year andalso taking corrective actions during severe scenarios.
- Ensuring and maintaining a mission happiness level of customer service so as to create a distinct image in theminds of consumers vis –a vis competitors.
- Adhering VM guidelines in the store and create an inspirational look from both the sides i.e. Interior and exteriorand setting a trend in the market.
- SOP always on top – Stick to the SOP guidelines of the organisation and taking a self examination of the scoresagainst the overall aspects.

- Coaching and educating staff daily post briefing regarding various important aspects which are related to the job profile and also taking them to a platform where they can have a personality development.
- No Shrinkages / No Product Variance / No SKU mismatches inside the store and team should take up the responsibility of doing Global count frequently avoiding long gaps.
- Analysing weekly and monthly reports and shares the same with the team also taking feedbacks / suggestions from them so as to prove much better.
- Studying the Merchandise norms and if there is a discrepancy in fill rate of any category which is creating a poor impact on overall sales then mail to the respective merchandising team and heal the situation.
- Adding Suggestions / amendments by consulting with the reporting manager and accordingly think about the overall profitability of the organisation.
- Working hard on increasing the Business part by boosting up the team members vis a vis reducing or removing unwanted cost which is taking P & L account on the lower profit or loss part.

**Previous Organization: SHOPPERSSTOP LTD .**

**Designation: Department Manager**

**Period: APRIL 2013 to MARCH 2016.**

- Ensuring sales Target v/s. Achievement for the store.
- Taking Care of Visual merchandising of the Store with an appealing look.
- Responsible for seasonal event management for the company
- Investigating and understanding weekly shrinkage issues, producing a user friendly guide, and subsequently testing and rolling-out.
  - Delivers the respective sales plan for the store by identifying opportunities to drive sales performance across key departments
  - Maximises stock accuracy & On-shelf Availability through the effective management of stock
  - Ensures accurate and timely implementation of corporate layout, phase change and events
  - Provides feedback to individuals that recognises great service and drives improvement
  - Manages the delivery of the Customer Service Experience
  - Leads the team to the delivery of 'Ready to Trade Standards', delivering an aspirational and clean environment for customers and colleagues
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## **ACADEMIC QUALIFICATION:**

- ❖ B.M.S (2016) - Niranjana majithia college, Mumbai University.
- ❖ HSC (2012) - Vivek vidyalaya.
- ❖ SSC (2010) - Matthew high school, Malad.

## **COMPUTER / ADDITIONAL SKILLS:**

- ❖ Software: MS-Excel, MS-PowerPoint, MS-Word, S.P.A
- ❖ Operating System: Window XP/7/8/Vista, M.M.S./S.A.P
- ❖ Reporting: Excel functions, Pivot tables, Dashboards
- ❖ Others: Internet & Email.

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## **PERSONAL DETAILS**

**Date of Birth: 05<sup>th</sup> march 1995.**

**Nationality: Indian**

**Marital Status: UNMARRIED.**

**Suresh Thangasamy.**