



S . SUNDARAM

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CLUSTER MARKET HEAD - SOUTH

|Marketing Management| Brand Management || Strategic Management |

Innovative and results-driven professional focused on achieving exceptional results in highly competitive environments that demand continuous improvement and expansion

Location Preference : Coimbatore, Tamil Nadu

PROFILE SUMMARY

- **MBA (Marketing)** professional with **over 31 years** of successful career of which more than 10 years in Core Marketing Function.
- Dynamic , Competitive and Action Focussed Management Professional possessing exceptional communication skills in the areas of Marketing Management , Brand Management and Business Development.
- Innovative and exceptionally creative to foster ideas that impel the organisation towards a result oriented direction.

CORE COMPETENCIES

Marketing Management
Brand Management
Marketing Budget

Vendor Management
Product Management
Advertising

Brand Promotion
New Product Launch
Event Management

ORGANISATIONAL EXPERIENCE

October 2022 **Cluster Marketing Head (South Region), Adani Group (Cement Business)**

Sep'20 – Sep'22 **Marketing Head (South Karnataka, North Karnataka & Tamil Nadu), ACC**

April'17 – Aug'20 **Marketing Head (South Karnataka & Tamil Nadu), ACC**

May'11 – March 2017 **Marketing Incharge (Patna, Bihar), ACC**

July'93 – April'11 **Admin Head (Patna Bihar), ACC**
(All Admin related job responsibilities including MIS , Legal Matters , Verification and Processing of New Dealer Appointments , Assistant to Branch Head for achieving Sales Targets)

Roles & Responsibilities:

- Involved in devising and developing marketing strategies, advertising campaigns, Brand Promotion, Event Management & Distribution Channels for better marketing of ACC Cement.
- Managing the Marketing Communication Activities including ATL & BTL activities of ACC Cement in various products.
- Plan, Implement Marketing Schemes / Promotions / Loyalty / Customer Channel Programmes for existing and New Products.
- Manage & monitor Communication Budget and report on Expenditure on Monthly Basis.
- Plan, Develop Innovative and cost Effective POP and OOH Media for Sales Unit to increase visibility.
- Vendor Management to complete the job in due time and payment realization .
- Devising Events & Promotional activities with participating in Local events & festivals.
- Developing all forms of communication and media Planning for effective communication to existing customers, corporate trade and prospective customer community.
- Managing Channels Promotional Tours

ACHIEVEMENTS

- Executed various consumer schemes and other marketing & promotional activities which has resulted in sales growth of **11% on premium products**.
- Due to aggressive marketing and promotional activities supported sales team in increasing sales on average of **12-14%** every year.
- Achieved budgeted per tonne cost by allocating marketing spent on high EBITDA markets.

AWARDS

- Recipient of Recognition consecutively 3 years for organising Utkarsh Mega Event in Outstation locations with a pax of 800 people.
- Regional Gaurav Award for the BEST Campaign of ACC Cement.
- Recipient of Gaurav Award for Innovation in Marketing.
- Regional STAR Award for the clearance of 60 legal Cases.

ACADEMIC DETAILS

- MBA in Marketing from NIMS , Jaipur.
- BA (English) Hons from Magadh University.

Date of Birth: 28th June 1967

Languages Known: Tamil , English , Hindi.

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