

TANGALA VENKATESWARLU

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PROFESSIONAL PROFILE

A competent professional with **16 years** experience in industry and teaching in Retail Management, Strategic Management, Marketing/ Business Development, Network/ Franchisee Development as well as Key Account Management in Petroleum / FMCG sector. A proactive planner with expertise in market plan execution, market competitor and key account management & financial planning relating to topline and bottom line as well as in Customer Relationship management. Proven ability of identifying and sourcing major institutional clients and escalating sales turnover. Experience in FMCG, Petroleum and Retail industries, handling various sales channels – Retail Sales, Institutional Sales and Operations. Excellent communication & presentation skills with demonstrated abilities in training, team building & driving front liners to highest echelons of performance.

CORE COMPETENCIES

Strategic Management

- Strategizing the long term business directions of the Franchisees to ensure maximum profitability in line with organizational objectives.
- Coordinating budgets, forecasts and reports & accordingly effectuating business plans to attain maximum sales as well managing order fulfillment.
- Developing MIS Reports as well as effectuating a focused approach towards profitability of the assigned Retail outlets.

Marketing / Business Development

- Forecasting monthly/annual sales targets & driving sales initiatives to achieve business goals & managing the front line sales team to achieve them.
- Conceptualizing and implementing sales promotional strategies such as Campaigns, Promotion & Demonstration Programs as a part of brand building and market development effort.
- Reviewing and interpreting competition after in-depth analysis of market information as well as scanning the environment for new business opportunities and competition, initiating sales trigger.

Network/ Franchisee Management

- Screening and selecting franchisees and setting up of requisite sales and service infrastructure at Franchisee end within stipulated deadlines.
- Conducting time-bound training programs for Franchisee Sales and service delivery staff on products and processes thereby ensuring targeted growth.
- Recruiting, training and retaining Franchisees sales teams as well as giving operational support to Franchisees to ensure service delivery to customers within specified timelines.

Key Account Management

- Identifying key/institutional accounts and strategically secure profitable business as well as new business tie-ups with the large institutions.
- Relationship building with large institutions and capturing bulk sales of the highly consuming commodities.
- Coordinating front line / back line Customer Service by interacting with concerned departments for problem resolution.
- Tracking Customer Churn on a monthly basis & implementing measures at associates to minimize Churn.

Team Management

- Leading & monitoring the performance of team members to ensure efficiency in operations and meeting of individual & group targets.
- Identifying and implementing strategies for building team effectiveness by promoting a spirit of cooperation between team members

Customer Relationship Management

- Identifying key customers / Clients with whom excellent relationship has to be maintained and then building up the relationship by addressing their service issues and guiding them for better returns on their investment.
- Enhancing the relationship to earn better results for the organization so that it is mutually beneficial for both the customer and the organization..
- Training the front end and back end officers to handle various customer issues. Driving the "CUSTOMER FIRST" concept in them to associate the organization with the customer.
- Tracking down the escalations that are raised and closing them satisfactorily to enhance "CUSTOMER DELIGHT".

ORGANISATIONAL EXPERIENCE

Jan'09 with GITAM Institute of Management, GITAM University

Working in GITAM Institute of Management, GITAM University.

Career Growth Path

<i>Tenure</i>	<i>Designation</i>
Jan'09 to till date	Assistant Professor in the Dept. of Marketing

Significant Achievements;

- Convenor for International Conference on Global Economic Turbulences:Shifts in Business Structures and Systems jointly organized by GITAM Institute of Management GITAM University, Papua new guinea University Papua new guinea and SriKrishna Devaraya University Ananthapur held on July 12-14 2009.
- Coordinator of Alumni Affairs:Database developed for effective utilization as and when required for various purposes through social media networking sites like LinkedIn and Facebook.
- Was part of Admission Promotion process in the years 2009, 2010, 2011,2012 and 2014.
- Advisor for a website [www,careerfunda.in](http://www.careerfunda.in) which caters to the needs of Students in making their career choices and how to prepare for Competitive exams and clear of various tests before employment.

Workshops/Seminars/Faculty Development Programmes

- Participated in Business Simulation Games workshop organized by IIM indore in April 2009.
- Participated and cleared the evaluation process of Faculty Development Programme of Indian Institute of Management, Ahmedabad held from June 2011 to September 2011.
- Participated in fourday workshop on "Strengthening Research and Consultancy organized by Centre for Learning and Sustainability GITAM University on 20th & 21st of January and 4^t & 6th of February 2012.
- Participated in Faculty Development Programme on"Interactive Pedagogy for teaching Marketing organized by GITAM Institute of Management on 9th August 2012.
- Coordinated Zonal city Workshop titled " Idea to Execution for Entrepreneurs" an initiative by Nurture talent Academy & Confluence 2012 – International business summit of Indian Institute of Management Ahmedabad hosted by Zonal city partner GITAM Institute of Management.
- Participated in the Annual Conference of the Indian Economic Association held on 27th to 29th December 2012.
- Participated in Faculty Development Programme on "Crafting and Publishing Research" organized by GITAM Institute of Management on 23rd and 24th December 2013.
- Participated in National Seminar on "Emerging Trends in Marketing" organized by GITAM Institute of Management on 1st and 2nd February 2013.
- Participated in the two-day UGC – National Workshop on Awareness and interaction on RTI Act 2005 organised by the Department of Commerce in Collaboration with United forum for RTI Campaign (UF-RTI) Hyderabad in association with Mrs.AVN College, Visakhapatnam.
- Participated in National Seminar on "Opportunities in Rural Marketing" organized by GITAM Institute of Management on 21st and 22nd February 2014.

Publications in Journals/Conference Proceedings.

- Retail Slowdown in india published in the conference proceedings of International Conference on Global Economic Turbulence:Shifts in Business Structures and Systems on July 12th to 14th 2009.
- Developed a case study titled G&M store published in Cases in Management of Indian Institute of Management Ahmedabad in September 2012.
- Published an article titled Infant Mortality Rate High in AndhraPradesh as a part of Journalistic writing in the Faculty Development Programme Proceedings of Indian institute of management Ahmedabad.

- Published an article titled Wishful thinking as a part of reative Writing in the Faculty Development Programme Proceedings of Indian Institute of Management Ahmedabad
- Published an article titled Foreign Direct investment in Retail in Global Journal of Arts and management 2012:2(1) Pg 25-29.
- Published an article titled FDI in MultiBrand retail in the proceedings of National Seminar on Emerging Trends in the Indian retailing industry organized by CMR Technical campus School of Management Hyderabad from 6th to 7th January 2012.
- Published an article titled Financial inclusion and Exclusion Dynamics in Selfhelp Groups in the proceedings of National Conference on Financial inclusion in india: Challenges and Strategies organized by GITAM University on October 12th 2012.
- Published an article titled Regulatory Concerns in Indian Microfinance industry in the Conference proceedings of National Conference on Rebuilding Microfinance in india: issues and Challenges organized by GITAM university on 13th & 14th December 2013.
- Published an article titled "A Study on Consumer Buying Behaviour of Confectionery products in Visakhapatnam" in International Journal of Sales and marketing Research and Development in Volume 5 Issue 4, Edition August 2015.

Training Programmes.

- Part of training Programme organized for SuvarnaBhoomi Pvt Ltd for their Sales Staff in 2012.
- Resource Person for teaching Marketing of Seervices for Zonat AndhraBank Staff Training Centre.

Jan'07 to Dec'08 with Reliance Retail Ltd.

Working in Reliance Fresh Ltd, taking care of the Operations and Profitability of the Retailoutlets.

Career Growth Path

<i>Tenure</i>	<i>Designation</i>
Jan'07 to Dec'08	FranchiseeDevelopmentManage–Retail Operations

Significant Achievements;

- Achieved AOP of the assigned Retailoutlets consistently for six months..
- Handlin five Retailoutlets in Vizag with a team of 5 StoreManagers,5 Assistant Store Managers and 5 C&A s(Commercial&Accounts).
- Conducting Audits for the Retailoutlets relating to operational excellence.
- Responsible for training of the staff relating to Operations and customer handling.
- Conducting mystery audits through Third party agencies to evaluate the customer service standards in the Retailoutlets.
- Arranging training sessions through training managers to Retailoutlet staff in various aspects so as to ensure proper delivery of the predefined customer service parameters.
- Got a Performance rating of 3 (Very Good) in the first rating itself and that too for the 3 months of service itself.

Mar'05 to Dec'06 with Reliance Industries Ltd.

Working in the Retail Petro-Marketing wing, which is in the core Petroleum Business of the company.

Career Growth Path

<i>Tenure</i>	<i>Designation</i>
Mar'05 to July'05	Field Sales Officer
Aug'05 to Dec'06	Cluster Manager

Significant Achievements;

- Accountable for achieving sales target of the area set by company across Chittoor, Nellore & Cuddapah Districts.
- Leading a team of eight Sales officers, Retail Outlet Incharges and maintenance team for achieving the business targets given for the cluster besides maintaining the Quality & Quantity standards set by the company.
- Taken extensive survey of the area assigned, identifying the potential locations for setting up retail outlets.

- Feed back from customers was collected and initiatives like conducting free vehicle service camps were conducted to increase customer satisfaction levels.
- All the retail outlets were doing 150% above the targets and the dealers' profitability was drastically improved and they were enjoying very good ROI of more than 25 %. Similarly premium grade of petrol was launched which was well received by customers.
- Large fleet accounts / clients were managed by supervising a dedicated fleet sales team comprising of 3 members.
- Promoted with in 6 months from Field Sales Officer to Cluster Manager.

Mar'02 to Feb'05 with Hindustan CocaCola Beverages Pvt Ltd as Sr.Executive-Sales.

Significant Achievements;

- Accountable for achieving secondary sales targets with the help of distribution network consisting of Oneway pack supervisors,pilot sales representatives,Merchandisers,Sunfill Salesmen and Route Salesmen.
- Adjudged **No.1 Employee Sales Contribution** in HCCBPL for 2 years.
- Many new markets were identified which were not covered and new stockists were appointed in order to increase the coverage.
- Steps were taken to identify non-profitable routes and frequency of coverage was altered in such a way that the stockist covering that route doesn't incur losses with out compromising the sales. Over all annual targets was achieved for the years 2003 & 2004.
- Handled 15 distributors and 120 key accounts which were purchasing more than 20% of the target directly with the aid of 5 Merchandising Executives.
- On Survey on all India basis my coverage area got highest penetration of Sunfill in the outlets.

June'99 to Feb'02 with Pearl Beverages Ltd a division of Pepsi Foods Limited as Customer Executive covering Kadapa District.

Significant Achievements;

- Achieved 101% on Annual Operation Plan(AOP)set by the organization for the year 1999.
- Worked for the development of Rural Markets which showed a significant performance over last year.
- Given the responsibility by the top management to prepare plans and methods for improving the markets of the whole territory covering Krishna,Guntur,Prakasam,Nellore,Chittoor,Anantapur and Kadapa Districts in AP.
- Responsible for new product launch ie Chota Pepsi in Nellore, Anantapur and Kadapa Districts.
- Responsible for setting targets to distributors,timely supplies,timely collection of client outstanding,Sales Statistics?(Primary&Secondary) feedback to the company on daily basis.

IT SKILLS

- Well versed with Office Automation & Internet Applications.
- Higher diploma in Software Applications(HDSA) from Tata Unisys Ltd Education Centre(TULEC), Vizag.

ACADEMIC CREDENTIALS

- **FDPM Faculty Development Programme in Management** from Indian Institute of Management Ahmedabad 2011.
- **MBA (Marketing)** from Andhra University,Visakhapatnam in 1998.
- **BBM (Bachelor of Business Management)** from College of Management Studies,GITAM,Visakhapatnam.
- **PGDITM (Post Graduate Diploma in Transport Management)** from Institute of Transport Management,AndhraUniversity,Vizag.
- **Class XII (AISSE)** from Sainik School Korukonda, Vizianagaram Dt,AP.
- **Class X (CBSE)** from Sainik School Korukonda, Vizianagaram Dt,AP.

PROJECT WORKS/TRAINING PROGRAMMES/CONFERENCES

- **PROJECT1** Analysis of Distributors Data Base in Nagarjuna Fertilizers & Chemicals Ltd,Kakinada,AP.
- **PROJECT2** Retailer and Consumer Perception of Nutrine Mahalacto in Nutrine Confectionery Co Ltd,Chittoor,AP.
- **COURSE IN INDUSTRIAL MANAGEMENT** conducted by Small Industries Service Institute,Vizag in Oct'

95.

- **ICORS 97** Participated in International Conference on Road Safety organized by Institute of Transport Management, Andhra University.
- Participated in Petroleum Retailing Workshop organized by Reliance Industries-Petro Wing at Dhirubai Ambani Knowledge City(DAKC), Mumbai in the month of June 2005.
- Participated in Customer Relationship Management work shop organized by Reliance Retail Limited at Hyderabad in the month of October 2007.

EXTRA CURRICULAR ACTIVITIES

- Participated in Management Excellence Meet (MEM 95) organised at state level by College of Management Studies GITAM, Vizag, AP.
- Participated in a series of Personality Development Programmes like debates, brainstorming sessions, business quizzes etc.
- Participated in High Altitude Trekking and Skiing Camp held at Narkanda, Himachal Pradesh, organised by Govt of Himachal Pradesh.
- Participated in Combined Annual Training Camp held at Chidambaram, Tamilnadu.
- NCC B Certificate from Sainik School Korukonda, AP, Junior Division.

PERSONAL DETAILS

Permanent Address : 103A, Swapnalok Residency, B.S. Layout, Seethammadhara, Visakhapatnam-530013, Andhra Pradesh.
Telephone : 9010840871
Date of Birth : 02nd July 1974
Marital Status : Married
Languages Known : English, Telugu, Tamil and Hindi.
