

S.M. SUDHINDRA HATHWAR

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Sales & Marketing Leader | Business Development Head & National Manager

An empathetic & result oriented Business Development Manager with 19+ years of experience in the domain of Sales & Marketing with expertise in Key Account Management, Channel Management, Value Selling & New Product Development

PROFILE SUMMARY

- Sales Management:** Responsible for profitable growth by value selling & concept or solution providing through team of professionals.
- Marketing Leader:** Worked in various roles related to sales & marketing throughout the career for companies who hold strong fort in the domain.
- Products Handled:** Handled Welding consumable, Powder, Job Works (Larsen & Toubro), Metal Powder for 3D printing & Plasma (Oerlikon Metco), Tubes, Wires, Strips, Metal Powder, Capital equipment (SMTIPL).
- Industry Expert:** Covered various industry segments like Aerospace, Oil & Gas, Refineries, Chemicals, Nuclear, Defense, Automobile, Foundry & Forge, Steel, Cement, Fertilizer, Fabrication, Medical, Process Industries & Engineering.
- Key Account Management:** Worked as Key Account Manager for Oerlikon Metco & successfully generated revenue streams for the organization.
- Business Development & Strategy:** Successfully developed & executed strategies related to business which resulted in the growth of the company.
- Team Management:** Collaborative & veteran team leader experienced in handling cross functional teams throughout.
- Training & Team Building:** Built teams & trained & mentored professionals to achieve the targets set by the organization.

CORE SKILLS

Sales Management	Key Account Management	Business Strategy
Marketing Management	Team Management	Product Planning
Technical Expert	Channel Management	Area Management
Business Development	New Product Development	Value Selling

EMPLOYMENT PROFILE

ALLEIMA MATERIALS TECHNOLOGY INDIA PVT LTD (Former Sandvik)

Feb'16-Present

Business Development Manager

Since Jan'18

- Leads the business development team to develop new business at targeted customers defined at the beginning of the year.
- Works with the sales team to ensure proper transitioning of accounts & manpower along with developing & executing plans for relationship building at all levels of the customer accounts.
- Handled new product development & product promotions through seminars, exhibitions, road shows etc.
- Built team, trained the professionals & develops Key Account Templates to capture the right information & leverage the same for the plan.
- Negotiates contracts, agreements, programs & identifies potential untapped markets.

Technical Sales Manager

Feb'16- Dec'17

- Devised & implemented key marketing programs & campaigns in the market place.
- Expanded the business in identified verticals & managed key accounts independently as well as through a team.
- Handled the tracking of customer information, forecasts & reports & conducted sales presentations.
- Managed, grew & sustained the business of Oerlikon Metco & met the various targets in terms of volumes, profitability, visibility & growth.

OERLIKON METCO (SINGAPORE) PVT LTD | Key Account Manager

Jun'15- Jan'16

- Devised & implemented key marketing programs & campaigns in the market place.
- Conducted individual & group sales presentations & expanded the business in identified verticals.
- Met various targets in terms of volumes, profitability, visibility & growth.
- Handled micro level planning of all above big & small activity. Also handled key accounts independently & as a team member.

SANDVIK MATERIALS TECHNOLOGY INDIA PVT LTD | Manager- Sales & Marketing

Jul'10- May'15

- Handled Product Introduction, New Business Development, & Product Promotions through seminars, exhibitions & road shows.
- Implemented business strategies to accomplish the goals set by the organization.

- Was responsible for achieving area order booking target. Handled Micro Level Planning of all big & small activities.
- Created team with National Sales Manager & Product Managers, & developed the team to achieve the targets.
- Efficiently handled different product areas of SMT.

L&T WELDING PRODUCTS BUSINESS, BANGALORE | Application Specialist

Dec'05- Jul'10

- Handled the marketing operations of welding consumables in Bangalore, Shivmoga & Mysore regions & was responsible for market development & revenue generation.
- Generated leads, interacted with prospective customers, conducted product demonstrations & followed up to close the deals
- Formulated policies & procedures for implementation of business activities in accordance with overall business strategies for the region.
- Organized various promotional activities & participated in various events, industrial exhibitions to improve brand visibility & to enhance sales.
- Inducted qualified channel partners & stockiest, & provided them training & marketing support & monitored their performance to achieve the target.

PEEKAY STEEL CASTING PVT LTD, COIMBATORE | NDT IN-Charge

Nov'03- Dec'05

- Was responsible for the interpretation of Radiographs of castings received from the vendors & for the preparation of the shooting sketches for the same.
- Handled the marking of identified defects on the castings & assisted welders in repairing the defects.
- Participated in internal audit, third party inspection, & monitored the MPT & DPT of castings, recorded the results of each casting & took necessary action to improve the quality.
- Inducted qualified channel vendors & provided them training & support & monitored their performance to achieve the defined quality.

ACADEMICS & CERTIFICATIONS

- **Masters in Business Administration:** KSOU, Mysore, Karnataka | **Year**
- **Bachelors in Mechanical Engineering:** Sri Jagadguru Mallikarjuna Murugarajendra Institute of Technology, Chitradurga, Karnataka | 2003.
- **Strategic Management Certification Program:** IIM-Kozhikode.
- **Radiography Testing Level-II:** BARC, Mumbai.
- **ASNT Level-II** in Radiography Testing, Ultrasonic Testing, Magnetic Particle Testing & Liquid Penetrate Testing.
- **Certified Welding Inspector:** WRI, BHEL, Thyrichy.
- **ISO 9001:2008-** Lead Auditor Training (By TUV- India).
- **Software:** C, Pro-E, Auto Cad, Ansys.

CAREER HIGHLIGHTS

- Received **Best Performer Award** for 2010-11 in Sandvik Asia Pvt Ltd.
- Worked as **Area Manager, Technical Sales Manager, Key Account Manager, Product Manager APAC** for various organisations.
- Developed new business of **Rs. 45 cr** in 2021 by introducing new products & solutions.
- Developed business of **Rs. 50 cr** in 2018 & of Rs. 115 cr in 2021.
- Solved the problems of the customers & retained **20 cr customers** in the process.
- Achieved average sales growth of **20% yoy** by & additional business through appointing channel partners & freelancers.
- By adopting end customer approach, increased the market share **from 35% to 45%**.
- Practiced value-based selling through developing new application & new business which helped the territory to grow from **1 MUSD to 6 MUSD** within **4 years**.
- Took lead in developing regional product planning for **APAC region**.
- Presented technical papers in **International Conferences**.
- **Added many new customers** by application development & value selling.
- Reduced the rejection rate of radiographs **by 15%** by training the vendors for Peekay Steel.
- Reduced the expenses **by 20%** after the cost analysis of NDT Department.

TRAININGS ATTENDED

- Business communication skills- VitamineC.
- Sales Training- George Associates.
- Metallurgy training- Sandvik R&D.
- Special Training on Sales & Marketing- Coromunt.
- Finance for non-finance- Anil Lamba.

PERSONAL DETAILS

- **Date of Birth:** 18th April, 1982.
- **Languages Known:** English, Hindi, Kannada, Tamil
- **Address:** #100, Bhuvaraha, 2nd main, Pushpagirinagar, Hoskerekhalli kerekodi, BSK 3rd stage, Bangalore-85.