**SANDEEP SARATHCHANDRAN**

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Mobile No:00974-77211988

Doha - Qatar

**CAREER OBJECTIVE**

Looking for a challenging role in sales and marketing where I can use my specialized knowledge for my personal growth and for the growth of the organization, by ensuring the optimum sales of the products.

**PROFESSIONAL SUMMARY**

Result oriented highly skilled professional with **14 years & 9 months** of experience in Retail Sales/marketing and operations with many accomplishments and high degree of responsibilities in the IT. Diversified career covering Key Account management, Sales, Management of Extended Sales Force. Created, planned and executed promotional events which led to an increase in sales  
  
**Specialties**: Key Account Management, new Business start-up, Strategy Formulation and Execution; Business growth.

**PERSONAL SKILLS**

* Strong analytical and logical skills and quick learner.
* Good in time management and leadership skills.
* Multi-tasking skills with the ability to work independently and as a part of a team.
* Self-motivated with high level of energy.
* Excellent communication skills in written and verbal both.
* Remarkable patience and skillful in handling the cases.

**EDUCATIONAL QUALIFICATION**

* **Bachelor of Commerce (B.com)** with specialization in **Accounting** from **Calicut University**, Kerala, India
* Intermediate with specialization in Accounting from Calicut University Kerala, India (1999)

**PROFESSIONAL EXPERIENCE**

* **Retail Accounts Lead - Dell (JUSTBTL)**

**Qatar & Kuwait**

**Duration**: December 2018 – Present

**Responsibilities:**

* Responsible for representing the company’s brand and maintaining long term relationship with existing accounts in the competitive market.
* Led, trained and mentored high-performing teams of 10 sales professionals in Qatar and 4 in Kuwait to consistently exceed sales targets by 15 to 20 % every quarter, driving robust revenue growth.
* Recruited and trained a specialized high-performing sales team.
* Preparing and managing the quarterly, monthly & weekly targets for the floor sales team.
* Planning various promotion programs to control sell in and sell out and to increase the brand visibility.
* Provide feedback to marketing department regarding market trends and other factors impacting sales.
* Monitored competitor trends and market shifts to maintain company relevance.
* Providing various weekly, monthly and quarterly reports and retailers sales report to higher Management.
* Ensuring the availability of stocks for the smooth functioning of sales by analyzing the market trends.
* Ensuring the listing of new products.
* Closing bulk sell in quantities with specific retailers.
* Making strategies for increasing the sales according to the market condition.
* Ensure to receive sufficient sell in orders.
* Providing suitable solution for customer issues in rare situations.

**Signature Accomplishments:**

* Managed a portfolio of key accounts (Carrefour, Lulu Hypermarket, Virgin Megastore, Jarir Bookstore, Maxuscoral, Alif, Emax, Xcite, Eureka, Best) contributing over $12M in annual sales.
* Executed a successful go-to-market strategy to cover 20+ stores in Qatar.
* Increased the market share by 10% among the major retailers in Qatar during the year 2021-2022.
* **Retail Accounts Manager in Microsoft Corporation, Qatar**

**Duration**: February 2010 – November 2018

**Responsibilities:**

* In charge of Microsoft’s Business Groups 1) Windows Tablets 2) Windows PC 3)Office 4) XBOX 5) PC Hardware in Managed Retail.
* Responsible for Sell In /Sell thru, Assortment, Negotiations etc.
* Initiate various activities to drive Windows PC volume through retail partners.
* Assortment of Windows PC /tablets /Xbox at retail and drive increased attach of Office to PC sales.
* Managing distributors, developing business strategies to grow categories.
* Design, implement /execute effectively partner marketing programs to drive Sell Thru.
* Work with training resources to ensure adequate levels of product knowledge are maintained within each retail sales persons/retail training managers.
* Developing Marketing and Business Development Strategies to fulfill the desired objective and goals.
* Built and maintained pipeline that supported monthly, quarterly and annual goals with well-maintained ROI.
* Used knowledge of company products and services to recommend solutions to customers.
* Setting up the quarterly targets and planning to achieve the same by closing big deals with the retailers
* Responsible for understanding all promotions and properly communicating them to customers.
* Developed strong relationships with clients to grow business networks.
* Maintained a healthy stock level across the account by store level and providing the best ASP in the competitor market.

**TECHNICAL KNOWLEDGE**:

* Proficient with MS-Word
* MS – PowerPoint
* MS – Excel

**Languages**

* English
* Hindi
* Malayalam

**PERSONAL DETAILS**

Full Name : Sandeep Sarathchandran

Date of Birth : 25-09-1981

Nationality : Indian

Sex : Male

Marital Status  : Married  
Languages Known : English, Malayalam & Hindi

Passport No : J5529053

Visa Status : Residence Card of Qatar (Currently Living in Qatar)

Current Address : Building No:26 , Zone 47

Street No: 956 , Al Thumama

Doha ,Qatar

**DECLARATION**

I do hereby declare that the above information given by me is true to the best of my knowledge and belief.

Place: Doha - Qatar

Date: 13-01-2025 Sandeep Sarathchandran