

AJAY BABY MOOLANKODAN

A multi-faceted professional accustomed with proven management skills; targeting opportunities in **Sales & Marketing** with an organization of high repute.

Ph: +91-9819306334 & E-Mail: ajay850@yahoo.com



Profile Summary

- ❖ **Sales & Marketing Professional** with **26 years** of successful career with diverse roles distinguished by commended performance and proven results across **Aviation industry**
- ❖ Previously worked as **Accounts Manager** with **Emirates**; led teams for businesses worth **INR 1 cr per month**; drove **sales, dealer management, business development** and **growth strategies**
- ❖ Proven track record of **devising strategies** that have elevated brands from relative obscurity, **forging strategic alliances, driving revenue** & growing profits in competitive markets
- ❖ Comprehensive experience in **turning around underperforming business** and enhancing value of operating business units through process improvements focused on sales & best practice identification and implementation
- ❖ Drove **business and ensured sustained growth**, focused on achieving /surpassing sales targets; expanded business reach and created new sales / leads opportunities
- ❖ Used **instincts, insight, judgment, and timing to succeed** on tough deal in Customer Management focusing on maximizing customer satisfaction, process compliance & process improvement initiatives to achieve maximum efficiency in various operations
- ❖ **Energetic leader** known for skills to envision & create successful outcomes in complex and multi-cultural environment



Core Competencies

Sales & Marketing

Key Account Management Strategic Planning

Distribution/Channel Management

Go-to-Market Strategies
P & L Management & Revenue Growth

Business Development

Market Penetration
Team Management



Notable Accomplishments Across The Career

- ❖ Earned C.E.O. Award for customer service in Wipro BPO out of 18000 employees worldwide
- ❖ Bagged the Best Leader Award for 2 quarter consecutively in Wipro BPO for customer Service
- ❖ Received acknowledgement for being No. 1 in total revenue and sales generated for Air Arabia Holidays in consecutively 2 years ❖ Consistently exceeded monthly sales goals for Emirates
- ❖ Credit of achieving business from M & M, Duestche Bank, IDBI, and so on in Stimulus
- ❖ Recorded phenomenal jump of revenue from 1 Lac to 7 Lac Dirhams in 1 year in Alwali
- ❖ Established the Goa station for Air Arabia



Work Experience

Jan'23 –Sept '23 Sales Manager for Flynas through Alliance For Mumbai

Jan'15 – Nov'2020: Emirates, Goa as Accounts Manager (Goa, MP and Chhattisgarh)

Feb'09 - Dec'14: Airarabia, Goa

Growth Path || Deputations:

Feb'09 – Feb'12: Branch Manager, Goa Feb'12

- Aug'12: Sales Manager, Delhi

Sep'12 – Dec'14: Sales Manager, Mumbai

Role:

- ❖ Spearheading business & distribution, forecasting & planning sales targets and executing them in a given time frame; identifying market opportunities, developing business cases and offering successful products /services
- ❖ Defining service standards and guidelines that serve as benchmark for excellent service delivery thereby contributing towards ameliorated service revenue generation
- ❖ Conducting competitor analysis & mapping for keeping updated of market trends and with moves to achieve market share
- ❖ Identifying prospective clients, generating business from the existing clientele, thereby achieving the business target
- ❖ Preparing business development of the region to ensure maximum profitability in line with organizational objectives
- ❖ Observing the performance of Agents and corporate in the region, identifying areas where sales targets and PLBs are not being achieved, conducting analysis, determining the root cause and taking prompt corrective action
- ❖ Identifying marketing opportunities with the right ROI for investments
- ❖ Evaluating goals and objectives for channel & investigating different business models that can be applied to new channels for the organization
- ❖ Developing and appointing new business partners to expand product reach in the market; working in close interaction with the dealers and distributors to assist them to promote the product
- ❖ Creating & sustaining a dynamic environment that fosters the development opportunities and motivates high performance amongst the team members



Previous Experience

Aug'05 - Jul'08: Wipro BPO (Sales and Customer Service), Mumbai as Team Leader

Role:

- ❖ Ensured process improvements to ensure high customer service standards and sales metrics
- ❖ Delivered various trainings on soft skills / Sales to enhance performance of the team
- ❖ Formulated plans for monitoring Service Quality to improve customer satisfaction and quality awareness in the team
- ❖ Mentored the team for resolving customer grievances promptly
- ❖ Achieved sales target through customer profiling attained a high conversion ratio for sales
- ❖ Provided different internal incentives for higher sales

May'04 – Jul'05: Industrial Engineering Systems, Mumbai as Manager – Acquisition & Sales

May'02 – Apr'04: Al Wali Ltd., Dubai/Sharjah as Sales Executive

Aug'01 – May'02: Stimulus Consulting Pvt. Ltd., Bangalore & Mumbai as Consultant – Business Development

Jun'94 – Jul'01: Ritesh Haldar and Associates, Mumbai as Assistant Manager (Client Servicing)



Education

- ❖ M.B.A. (Marketing) from MET Institute, Mumbai in 2009
- ❖ B.Com. from MMK College, Mumbai in 1994



Trainings

- ❖ Attended trainings on Team Building, Business Etiquettes, Leadership, Communication Skills and Six Sigma



Personal Details

Date of Birth: 8th January 1974

Languages Known: English, Hindi & Malayalam

Present Address : same as below

Permanent Address: B-501, Pioneer Heritage Residency-II, Daulatnagar, Santacruz (W), Mumbai – 400 054 (M.S.)