

ARUN S P

Trade Marketing | Channel & Distributor Management | Sales Analytics

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Trade Marketing and Channel Sales leader with 21+ years driving revenue growth, distributor network development, and go-to-market execution across consumer durables and electricals. Redesigned a broken incentive system across 95 territories and 140 distributors — producing **20% annual revenue growth** and lifting retailer activation from 15% to 50% in 3 months. Known for finding broken commercial mechanisms, rebuilding them with data, aligning cross-functional stakeholders, and shipping measurable results. Generated **₹16 Cr+ (\$2M) in incremental revenue** during COVID lockdown with zero marketing budget.

CAREER HIGHLIGHTS

20% Annual Revenue Growth	15 → 50% Retailer Activation (3 months)	60% Stock-Out Reduction
140+ Distributor Relationships Managed	95 Sales Territories Owned	₹16 Cr+ Revenue — Zero Ad Spend

PROFESSIONAL EXPERIENCE

Regional Channel Marketing Manager

Jun 2017 – May 2023

Bajaj Electricals Ltd | Chennai / Lucknow, India (South & North Zones)

- ▶ Redesigned the partner incentive architecture across 140 distributors and 95 territories — shifted reward basis from volume to margin, driving 20% annual revenue growth and improving premium product sales mix.
- ▶ Executed a 3-month targeted retailer activation drive converting 6,000 retailers from 15% to 50% active participation on premium product lines — zero external marketing spend.
- ▶ Launched a COVID-period online push via WhatsApp and Google Forms targeting 20% of the retailer network (premium channel partners), generating ₹16 Cr+ (\$2M) in revenue during full market shutdown.
- ▶ Built sell-through visibility infrastructure covering 4,000+ retail outlets, delivering real-time secondary sales data to 16 regional teams and eliminating the 'flying blind' problem on actual channel performance.
- ▶ Reduced stockouts by 60% through a demand forecasting model built across 200+ SKUs, integrating distributor inventory data with territory-level offtake trends.
- ▶ Delivered product and trade scheme training to frontline sales staff, ASMs, and distributor teams across large SKU portfolio — improving conversion effectiveness and scheme utilisation rates.
- ▶ Managed rebate and incentive programme analytics end-to-end: tracked scheme burn rates, flagged underperforming accounts, and recommended corrective actions to regional heads monthly.
- ▶ Supported new product launches into South India channel with territory-level adoption insights and range-sell programmes targeting Tier 2 & 3 towns.
- ▶ Produced MTD-vs-target pipeline reports, scheme performance dashboards, and competitive market analysis used by VP Sales in monthly business reviews.

Key Projects

- **ISP Management — Pan-India:** Managed 300+ In-Shop Promoters (ISPs) pan-India end-to-end: agency management, salary & incentive calculation, financial approval and payment processing, app-usage monitoring, online/offline product training, identification of non-performing outlets, and redeployment of ISPs to higher-potential outlets.
- **BTL Activity Management:** Drove all BTL (Below-the-Line) activities for the zone: market identification for dealer meets and influencer meets, retailer selection for shop boards, in-shop branding, POSM distribution, outdoor branding/stands execution, and end-to-end agency handling for all POSM elements.
- **Rebate Design & Implementation:** Designed and implemented monthly and quarterly rebate structures for assigned product lines — calibrated tiers, eligibility criteria, and payout mechanics to drive revenue targets across the zone.

Area Manager — Sales & Channel

Jun 2012 – May 2017

Bajaj Electricals Ltd | Chennai, India

- ▶ Owned sales execution across assigned territories, consistently delivering 20% YoY revenue growth through disciplined account management, distributor engagement, and retail coverage expansion.
- ▶ Conducted distributor business reviews and joint planning sessions — assessed ROI, sell-through health, and working capital efficiency; recommended redistribution of underperforming territories.
- ▶ Led weekly sales performance reviews with regional teams and channel partners, identifying execution gaps and translating findings into prioritised field actions.
- ▶ Managed pricing execution and margin governance across broad SKU portfolio; reinforced value-based selling practices to protect channel profitability.
- ▶ Conducted technical product training for distributor sales teams and retail staff, improving product understanding and closing effectiveness at point of sale.
- ▶ Built and maintained territory-level sales tracking (primary vs. secondary, pipeline, scheme participation), enabling proactive territory management and faster response to demand signals.

Assistant Manager — Sales

Nov 2007 – May 2012

Philips India Ltd | Chennai, India

- ▶ Managed major accounts and dealer networks contributing ₹16 Cr+ (\$2M+) annual sales through consultative selling, product demonstrations, and sustained relationship management.
- ▶ Identified and executed cross-sell and upsell opportunities across dealer portfolio to improve revenue per account and product range penetration.
- ▶ Translated technical product features into customer-facing value propositions for buyers, architects, and contractor networks across Tamil Nadu.

Territory Sales Officer

Jul 2004 – Nov 2007

Asian Paints Ltd | Chennai, India

- ▶ Executed territory sales plans, consistently exceeding targets through effective dealer and retailer relationship management, market coverage, and in-store activation.
- ▶ Built and nurtured distributor and retailer network from ground up in assigned territory, establishing coverage and visibility across key retail formats.

Outside India Experience

Budget Analyst II (Analytics & Governance)

Jul 2023 – Present

Allegheny County Department of Human Services | Pittsburgh, PA, USA

- ▶ Built reconciliation and financial controls framework from scratch across 8 departments and a ₹9,000 Cr (\$1B+) budget — uncovering \$2M+ in billing errors previously undetected.
- ▶ Reduced reporting cycle from 5 days to 5 hours (96% faster) via SQL automation and Tableau dashboard deployment — directly transferable to trade MIS and commercial reporting.

- Served as analytics partner to department heads for budget planning, variance analysis, and KPI tracking at scale.

CORE COMPETENCIES

Trade Marketing	Incentive & scheme design, trade promotion ROI, retailer activation, in-store execution, range-sell programmes
Channel Management	Distributor appointment & review, territory planning, secondary sales activation, channel loyalty, partner enablement
Sales Analytics	Sell-through visibility, demand forecasting, MIS reporting, pipeline tracking, market share & competitive analysis
P&L & Commercial	Trade spend governance, margin analysis, distributor ROI, working capital optimisation, budget management at scale
Team & Stakeholders	Cross-functional alignment (Finance, Supply Chain, IT, Sales); 11 years managing analyst & commercial teams
Tools	Advanced Excel, Tableau, Power BI, SQL, Salesforce CRM, SAP (exposure), JD Edwards ERP, Google Workspace

EDUCATION

PG Diploma — Data Science & Business Analytics

2022

McCombs School of Business, UT Austin, USA

Bachelor of Science — Mathematics

2004

St. Joseph's College, Bharathidasan University, Tiruchirappalli

LANGUAGES

Tamil (Native) | **English** (Professional — 15+ years)