

# BOOPATHI SUBRAMANIAM



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## PROFESSIONAL SUMMARY –

Service-oriented Sales Manager from courier and Logistic industry with more than 21+ years of experience developing relationships and partnerships, servicing accounts and boosting profits. Strategic and analytical with motivational leadership style and expertise in building new network connections, promoting products and expanding territories.

## SKILLS

- Expertise in Using Microsoft Tools namely Word, Excel, PowerPoint, Outlook, Access and Assembling computer and installing software and making network connections.
- Customer Relationship Management
- Team Leading.
- Over all Operation in courier and transport Industry
- Business development and planning / Channel partner appointment and development
- Solution selling / Territory management / Designing budget
- Vendor on boarding / Designing Mid mile and Line haul.
- Warehouse Management
- First Mile & Last Mile planning & execution.

## WORK HISTORY

**Regional Manager 02/2024 To 07/2024**

**Trackon Pvt Ltd – Chennai , Tamilnadu, India**

**My Responsibilities**

**Responsible for the Profit and Loss of Tamilnadu and Pondicherry Region.**

**Network : Creating Channel partner Network and retaining channel partners**

**Business Development: Retaining existing clients and increasing volume from those clients as well as adding new clients and ensuring collection from Direct Party and Channel partners in given timeline.**

**Vendor Management: On boarding vehicle vendors for Line haul, Feeder route for surface connection and as well as managing Co-loader for Air connection.**

**And over all administration of all departments of the region.**

**Freight Sales -Manager, 01/2022 To 01/2024**

**Delhivery Limited** – Chennai, Tamil Nadu

My responsibilities in short:.

Responsible for Retail business in 2 states of Tamilnadu & Pondicherry

Developing Network by on-boarding Retail Partners , Coloaders and Direct customers.

Leading team of 12 BDMs .

Designing Mid mile transportation through Network team and engaging and monitoring vendors.

Monitoring Pick-up and Delivery through retail coordinating with 15 Service Centres, 5 Large Centres,

**Regional Business Development Manager, 02/2017 to 12/2021**

**Gati Kintetsu Express P Ltd** – Chennai, Tamil Nadu

My responsibilities are:.

- Responsible for Retail business in 2 states – Chennai & Pondichery. 08 Jul'19 To Current
- Controlling 5 GDW, 5 OUs and 8 Franchisees with same responsibility of below.

**Gati Kintetsu Express P Ltd** – Coimbatore, Tamilnadu

My responsibilities are:.

- Responsible for Retail business in 2 states - ROTN & Kerala. 02 Feb'17 To Jun'19
- Target distribution .
- Channel partner appointment & Development
- Hold weekly meetings with team staff and monthly meet with channel partners to identify techniques to overcome sales obstacles.
- Identify and pursue valuable business opportunities to generate new company revenue and improve bottom line profit.
- Target prospects in other territories through careful research of competitor products, services and trends.
- Coaching and promoting high-achieving sales and account management employees to fill leadership positions with qualified staff and boost company growth.
- Encouraging cross-selling of additional products and services through relationship-building and acquired understanding of customer business needs.
- Build relationships with customers and community to establish long-term business growth.
- Liaising with customers, management and sales team to better understand customer needs and recommend appropriate solutions.
- Grow retail sales volume in assigned territory 95% through strategic budgeting and product promotion.
- Liaising with regional / Zonal operation team and channel partners for smooth service facilitation.
- Liaising with customer care team to ensure maximum level best service performance.
- Making monthly reports and submits it to Zonal Manager.

**Channel Manager**, 07/2015 to 02/2017

**Overnite Express Ltd** – Chennai, TN.

Responsibilities were.

- Responsible for overall network expansion in Tamilnadu and Pondichery.
- Appointing Business Associates in all areas.
- Line haul planning and deploy vendors
- Providing training and development to all BAs and Channel Members.
- Make those BA s to generate business by using all our products.
- Coordinating with 5 Area Operation Managers,2 Gateway Managers,2 Assistant Channel Managers and 4 Senior Channel Executives and 112 Channel Partners.
- Co-ordinate with the other Region Channel managers, Operation Heads and as well as CRM Team for smooth services.
- Making business development activities with the given budget.
- Designing Budget and assigning target to Area managers, Channel personnel.
- In short whole responsible for sale and operation pertaining to this premium product.

Jan'16 on-wards - Given additional responsibility of Taking care of ROTN region.

Responsibilities were.

- Appointing Network Members and Appointing booking / Collection Centers.
- Establishing our own branded cash counters and bring more cash sales.
- Responsible for the ROTN operation , sales and Customer Relationship Management
- Increasing sales from existing customers and generating business from new customers by engaging Area Managers.
- In short, whole responsible for the overall growth of ROTN region.

**Freelancer**, 12/2014 to 06/2015

**Own Business** – COIMBATORE, TAMILNADU

Freelancer in courier & Cargo and Logistic sector,

- Lead team of delivery and pick-up in franchisee office
- Connected my clients booking in different service providers.

**Manager - Business Development**, 08/2014 to 11/2014

**SKYNET World Wide Express - Coimbatore** – Coimbatore, Tamilnadu

Responsibilities were.

- Generating business from new customers and retaining existing customers.
- Appointing Network Members and Appointing Cash Collection Centers.
- Providing training and development to CRM team and Network Members.

- Making business development activities with the given budget.
- Creating Lanes /Assigning vendors for Line Hauls .
- In short, whole responsible for the overall business, customer care and operation in the ROTN region .

**Regional Product Head, 06/2013 to 07/2014**

**DTDC COURIER & CARGO LTD - COIMBATORE – Coimbatore, Tamilnadu**

- Premium Express Product(PEP) - Rest Of Tamil Nadu(ROTN) Responsible for the Overall sales in ROTN.
- Responsible for the overall Product Sales & Service for the whole region - ROTN.
- Creating Lanes /Assigning vendors for mid mile operation .
- Responsible for the (CRM) Customer Relationship Management.
- Recruiting BDEs & CROs (Business Development Executive and Customer Relationship Officer).
- Providing training and development to BDEs , CROs & Channel Partners.
- Coordinating with 4 Area Operation Managers,2 Gateway Managers,12 Branch Managers and 312 Channel Partners.
- Co-ordinate with the other Region Product Heads Operation Heads and as well as CRM Team.
- Making business development activities with the given budget and assigning budget
- In short whole responsible for sale and operation pertaining to this premium product.

**Business Development Manager, 02/2009 to 04/2013**

**ST Courier P Ltd, Coimbatore**

- As a Business Development Manager my tasks were following:.
- Responsibility for the overall Business development in our region.
- Responsibility for the (CRM) Customer Relationship Management.
- Recruiting BDEs & CROs (Business Development Executive and Customer Relationship Officer).
- Providing training and development to BDEs and CROs.
- Coordinating Service Centers.
- Making sales report and submits it to Deputy General Manager.
- Making business development activities with given budget.

**Jan 10' on-wards added responsibility - worked as Associate Administrative manager**

- As an Associate Administrative Manager my tasks are following:.
- Responsible for the overall work performance of our company.
- Management of office environment.
- Gathering, adapting, storing and distributing information within the company.
- Planning, organizing, providing leadership and controlling all administrative functions.

- Making monthly reports reviews it and submits it to Managing Direct.
- Rendering a service to other functions within the organization.
- Managing the fields of work which the employees carry out.
- Meeting with other members of management and planning for the future.

**Marketing Executive Cum Service Engineer**, 04/2001 to 12/2008

**I-Tech Services. Chennai** – Chennai, Tamilnadu

**Position** : Marketing Executive Cum Service Engineer

My responsibilities were:.

- Visiting companies and get orders for computers and/or computer peripherals.
- Assembling systems, installing operating systems, installing device drivers.
- Makes and maintains network connections.
- Troubleshooting and maintenance of computers and networks etc.

**Achievement:** Promoted as a Branch Manager within 3 years.

**Position:** Branch Manager

Taking care of branch Administration

- Recruiting / hiring manpower and providing training .
- Salary disburse
- Appointment setting with customers
- Follow-up customers records and keeps up good relationship with customers.
- Supervising all activities like sales, stock and account maintenance with support of relevant subordinates.
- Making monthly reports and submits it to General Manager.

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**EDUCATION**

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**Bachelor of Science:** Computer Science, 2001

**Bharathiyar University Coimbatore** - Coimbatore

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**ADDITIONAL INFORMATION**

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**Personal Dossier:**

Date of Birth : 9th JAN 1980

Languages known : English, Tamil and Hindi

Marital Status : Married.

Contact number :+91 96000 14699

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Permanent Address : Old No 5/7, New No 10/32 M.G.R street, Vadavalli, Coimbatore,  
TN 641041

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