



Vinoth Kumar Lakshmanan

Deputy Manager – Supplier Operations

A mature team worker and adaptable to all challenging situations and able to work well both in a team environment as well as using own initiative. Able to work well under pressure and adhere to strict deadlines. Willing to work in a stimulating environment where I can enhance my knowledge and skills to serve the firm to the best of my efforts.

vinoth2404@gmail.com

07200448849

[linkedin.com/in/vinoth-kumar-lakshmanan-0b996a96](https://www.linkedin.com/in/vinoth-kumar-lakshmanan-0b996a96)

WORK EXPERIENCE

Deputy Manager – Supplier Operations **OFB Tech Pvt. Ltd.**

01/2020 – Present

Chennai, India

- Maintain strong working relationships with Vendors, Category Management, and 3PL partners to drive continues steel raw materials in TN & KL.
- Report performance trends and improvements to senior management.
- Responsible for driving KPIs related to PO execution and profitability of the order.
- Ensuring that supplier related policies, processes and business practices are updated to meet the requirements of changing regulatory.
- Move aggressively and quickly in a startup-like environment that leverages the resources of OFB.
- Understand how supplier automation and configuration impact downstream customer experience and prioritize outreach by customer impact.

Territory Leader Sales & Marketing **CEAT Ltd.**

07/2018 – 12/2019

Madurai, India

- Got exposed to Business development, Dealer channel expansion, Special project achievement, SCM, Material planning based on forecast, BTL activities execution, Product demonstration, Customer acquisition & retention, Dealer Revival, Customer satisfaction and DWM.
- Meticulously drove the new products launched in the market by implementing the required promotional activities for the same by doing dealer sampling and promotional activities and by offering testtyres.
- By working closing with the fleet owners and managers we were able to pitch our products against competitive products and delivering the best output with the keen tyre tracking system and spiked up the sales in Dealerchannel.
- Took a drive to increase the sales of Truck Bus Radial tyres in Southern TN market by conducting Truck Customer Meet twice in every quarter for Truck Customer Acquisition.
- Took care of 16 districts in southern TN for sales & marketing of CEAT Products and Service.
- Won Digital Initialization Challenge 2.0 & PCR/UVR Contest in Zonal Level as a Team.
- Improved sales turnover of my territory by 30L monthly.
- Analyzed market intelligence, competitor product activities and the position in the market and took up the solution activities as in getting ensured that the various key lines are getting placed trackers and promotional activities for the same were planned.
- By forecasting the sales for the month as well as for pre order and institutional sales planning, our inventory were maintained based on forecast number on category of tyres.

SKILLS

Operations Management, Supply Chain, Project Management, Lean Six Sigma, Sales Operations, Customers Relationship, Material Planning, Procurement, Business Development, Key Account Management, Ergonomics, Event Management, Soft skills training MS Excel & MS Power Point.

INTERN EXPERIENCE

- **Daimler India Commercial Vehicle** - Chennai (05/2018 – 07/2018)
Operations Management Trainee in the Production Department.
- **Brakes India Pvt. Ltd.** - Melmaruvathur (11/2016 – 12/2016)
Operations Management Trainee in Production department
- **Sri Amman Cars (Maruti Suzuki Dealer)** – Hosur (05/2015 – 08/2015)
Internal trainer Manager

EDUCATION

Master's Degree - 2016 – 2018

SRM IST – **Master of Business Administration** - 7.22/10

Bachelor's Degree - 2011 – 2015

KSR College of Engineering – **Automobile Engineering** - 7.03/10

Higher Secondary - 2010 – 2011

Sri Vijay Vidhyalaya Higher Secondary School (Boys) – **Maths & Computer Science** - 78.33%

ACHIEVEMENTS

Secretary of SRM Association of Management Studies (01/2017 – 12/2018)

Elected as Secretary of SAMS and Worked towards Students engagement in Business Events and improving the Morale of the department.

Vice Chairperson of SAE Collegiate Club in KSRCE (06/2013 – 04/2014)

Elected as VC of SAE Club by educating the importance of being a member of SAE Club and conducted National level events under SAE.

Best RO for Digital Initialization Contest (10/2018 – 03/2019)

Being a team Won the BEST RO for Digital Initialization Contest across PAN India for implementing 3 Digital Parameters across Dealer Channel.

Best RO in PCR Sales Contest (05/2019 – 05/2019)

As a Team, we won the Passenger Car Radial tyre Sales Contest across PAN India by achieving Forecast Target and above.

CERTIFICATES

- Diploma in Industrial Safety (2015 – Present)
- Lean Six Sigma Green Belt (04/2018 – Present) *Certificate no. AB1803014*

LANGUAGES

- English - *Full Professional Proficiency*
- Tamil - *Native or Bilingual Proficiency*

INTERESTS

Long Drives, Photography, Video games, Coins Collection & Travel around for sightseeing.

REFERENCE

Mr. Dilip Jose - 9526849016