

ASHLEY KOCHERRY

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SUMMARY

Expertise in Training, Marketing, Sales & Product Management with over 13 years of experience.

An organized professional with a creative and analytical mind. Quickly adaptable and has keen interest in exploring new trends and technologies. Commercially driven, with strong PR and negotiation skills.

KEY COMPETENCIES

- Sales & Product Training
- Distributor Management
- Direct marketing Campaigns
- Product Management
- Competitive analysis
- Market Trend Analysis
- Sales Promotion Planning
- Channel Sales Management
- Brand Marketing
- Product Presentation & launch
- Pricing & Budgeting

ACCOMPLISHMENTS

- Global Sales Trainer for LG Electronics – One among 6 trainers globally.
- Exclusive Presenter for LG TV and AV product launch in the Middle East & Caucasus region.
- Streamlined training activities to retain #1 sales position for LG in Middle East markets.
- Master Trainer for 'Train the Trainer' program conducted in LG global subsidiaries.
- Profitably Managed World Class Brands / Suppliers / Products of the Gaming Industry.
- Developed and executed compelling and successful campaigns which acquired new customers and cross-promoted products
- Successfully Marketed & Launched Android based tablets and Smart phones for Intex.
- Performed competitive analysis to make recommendations for future company growth.
- Designed and Introduced Online Training modules.
- Represented Intex for Distree 2013 and presented for 60 Secs to fame.

WORK EXPERIENCE

1/2017 to Present **Regional Product Sales Manager (Middle East & Asia)**

LG Electronics Gulf – Dubai

- Developing marketing plans, budget forecasting for sales plans, team target setting, performance reviewing & key account management.
- Business planning, related functions like developing existing markets, analyzing & using market intelligence for driving business expansion strategies, developing products, product pricing strategies, and managing overall product cycle
- PRM, established market based line charts for LG appliance categories, identified gaps in the product range & provided inputs to product council for bridging the same, implemented product launch process in Gulf, CIS and Asian Markets
- Applied bottom up approach at dealer level in key markets to penetrate growth controlled retail pricing & margins at dealer outlet levels, improved brand visibility & distribution.
- Maintain accurate, up-dated data, budgets, PSI Reports to measure performance in key areas and be able to use this to analyze business and develop rolling sales plans, Shipments/Logistics forecast
- Marketing plan formulation & implementation at dealer level, enhancing display's and SKU share, evolving innovative schemes for improving sales volumes & revenues, retail sales & related marketing campaigns. Ensure maintaining brand visibility and SKU share at store level
- Identifying, selecting & setting up dealer network in key markets, building strategic alliances with channel partners, broad-basing client base through effective networking & after sales support structures, stock management, and dealer management for reviewing, fine-tuning & building up dealer services.

WORK EXPERIENCE

11/2014 to 12/2016 **Training Manager (Global Sales Trainer)**

LG Electronics Gulf – Dubai

- Managed Training Teams across the Middle East & Caucasus region
- Organize & manage product training to LG channel partners, distributors, retailers & visual merchandisers for indoor, outdoor, road shows, in-store and exhibitions.
- Develop study materials, competition analysis, presentations, sales talk, product scripts, pricing & training modules for complete product line up.
- Plan the Training Calendar for all countries, ensuring the team delivers top quality training.
- Research, develop and update training materials.
- Learning & Development performance Analysis
- Develop & manage branding, product positioning, message guidelines & USPs for all market channels.
- Generate weekly & monthly report with detailed market intelligence data. Sell out data (distributors & retailers), competition, product displays, experience zones, cut outs, banners, windows islands for marketing leads and to identify new business opportunities.
- Work as a product expert in exhibitions & retail market to address end user requirements, issues & provide end to end solution to ensure customer satisfaction & brand reputation.
- Obtain market feedback and suggest appropriate product & marketing revisions.
- All product launch and press release activities.
- Coordinate with engineering and manufacturing teams in product development activities.
- Stay up-to-date with product knowledge, business flow, sales process and market dynamics.
- Maintain complete documentations for all product related activities.

12/2013 to 10/2014 **Associate Product Manager**

Geekay Distribution – Dubai

- Drive business plan for the leading brands of the world's best Licensed Gaming Accessories
- Manage multiple Brands and Suppliers and build the brand image in GCC.
- Set Product Pricings and Margin Structures for different product categories across GCC.
- Responsible for Ordering, Forecasting, Launch activities, Reporting to the vendors and Co-coordinating with the Sales team (spread across GCC).
- Setup strategies on Wholesale and Retail product Distribution.
- Maintain Inventory levels, scheme Liquidation process, implement Sales plan / Offers.
- Project management of all product integration/launches throughout implementation.
- Lead the development, approval, training, and communication of new products/product changes and their associated customer, operational, system, & process impacts.
- Active Co-ordination with Forwarders and Suppliers for smooth running of Logistics & Supply chain
- Develop & conduct specialized training on new products launched and raise awareness & application of relevant subject matter

11/2010 to 11/2013 **Associate Manager-Product Management and Marketing**

INTEX Technologies FZCO – Dubai

- Manage the product line of more than 150 products from IT accessories, Tablets and Smart Phones manufactured under the brand name Intex.
- Implement marketing strategies for product placement and sales in retail & export.
- Briefing and training sales team on product USP to ensure competitive advantage in the market.
- Managed pricing with respect to competition and offer bundles to keep up profitability.
- Stock planning, sales forecasting and managing the aging inventory.
- Development of Training Materials/Feedback forms/Training Effectiveness.
- USP's, Website Updates, Contents for Marketing Communication and News letter preparation.
- Launched 40+ new products in a span of 1 year, after careful market analysis, product planning and attributes designing.
- Continuously researched technical and commercial journals and magazines to bring in new products in various categories.
- Managed Intex's participation for Gitex Trade and other trade shows and events.

07/2009 to 10/2010 Retail **Sales & Support**

Packard Bell – Dubai

- Ensure product on-shelf visibility through various merchandising. Maintain Inventory and optimum stocks for all SKU's.
- Achieve sales targets with each store of several power retailers.
- Reporting: Weekly Sale-out reports to Upper Management.
- Display and launch new models with sales promotions and marketing activities.
- Shared product knowledge with customers while making personal recommendations.
- Lead the team at GITEX Shoppers-Airport Expo and successfully completed the given sales targets.

10/2005 to 11/2008 **Functional Specialist - Training**

Symantec – Mumbai/Cochin

- First point of contact for both new hire and floor training activities for Symantec EMEA US and UK.
- Liaise with team leaders to identify areas sales and technical training for SME's and TSE's .
- Interact with the operations to understand and plan activities to increase productivity.
- Analyze data to create need-based training and identify newer areas of training.
- Generate performance reports on the trainees and keeping the operations updated with regards to individual performances.
- Regularly developed new and updated existing training modules based on learning and newer management theories.
- Worked closely with operation and recruitment team to conduct interviews for prospective TSE's.
- Handle in bound technical queries for the Symantec Products, catering to the US and UK customers.
- Was a part of the Backend Team for Advanced Troubleshooting.
- Awarded consistency in achieving Customer Satisfaction / Revenue Generation Targets.
- Awarded Best Tech for Months of April and August.

ACADEMIC QUALIFICATIONS:

- **MBA – Marketing**
IGNOU – Dubai, UAE
- **Post Graduate Diploma in Marketing**
IGNOU – Dubai, UAE
- **Bachelor of Science in Computer's**
Bharathiar University – Coimbatore, India
- **Diploma in Web and Multimedia Design**
IMAGE Multimedia – Cochin, India
- **Certificate in Advanced Character Modeling & Animation**
IMAGE Multimedia – Cochin, India

