

JEGA PATRICK.P.

A seasoned marketing professional with a wide range of experience in new product ideation/development, product launches, sales and channel member development, media planning and implementation, logistics management with profit centre head responsibilities. Switched to teaching after two decades of rich corporate experience. A doctorate in management, handle courses on Strategy, Managerial Economics and Marketing verticals. Developed new courses in marketing and entrepreneurship.

Education

Course	College/University	Percentage
B.Com.	St. Joseph's College, Trichy (Affiliated to Bharathidasan University}	80%
M.B. A.	Annamalai University	71%
Ph. D.	Bharathidasan University	Commended

Work Experience

PepsiCo India, Chennai

Management Trainee/Sales Officer

Instrumental in the launch of Lehar Pepsi (cola and soda brands in Chennai and Kancheepuram districts; appointed distributors; appointed third party agencies for signage and other brand building activities for positioning and visibility.

Crafted and implemented sales strategy for institutions and other high volume outlets- highly appreciated by the top management and won many prizes for designing strategic initiatives and execution.

Jaya Foods Ltd, Chennai

Sales Promotion Officer/ Manager – Tamil Nadu

Promoted many brands in instant foods segment throughout Tamil Nadu. Blueprinted the entire spectrum of below the line activities for promoting instant foods in Tamil Nadu and was highly successful in major markets. Launched mineral water profitably in a highly competitive environment through multiple channels.

Created a niche market for the brand and ramped up market share quickly. Increased sales turnover significantly for the designated areas; increased distributors' size (market size/investment/return on investment compatibility) after an elaborate study in each area. Reduced operating expenses substantially and worked on an exhaustive marketing plan for new product development and launches in a phased manner.

Sterling Ltd, Chennai

Area Executive/Manager –Sales and Marketing

Promoted financial products in Chennai and upcountry regions; involved in high decibel promotional activities.

Developed and implemented direct and indirect network for increasing sales; spearheaded targeted marketing activity programme with a team of more than 50 personnel (direct and indirect) and reached targets within a very short span.

Built/rebuilt teams for improving indirect network/channel members' relationship and also brought in major changes in channel relationship.

Novel Healthcare Ltd, Chennai

Regional Manager –Sales

Planned and managed multiple brands for southern region; Pioneered new distribution system with minor adjustments to match volume/value criterion. Created and implemented new vistas in channel management which was highly appreciated and well accepted by trade. Recruited third party agencies for direct selling operations and achieved huge success.

Crafted and implemented company's sales promotion strategies; appointed media agencies; appointed research agencies for market/consumer research; improvised media strategy and created a niche market for a sagging brand.

Member of the strategic team for conception/idea/brand building, imaging, re-imaging, product launches along with profit centre head responsibilities.

ChristuRaj College, Trichy

Vice Principal – Academic

Headed the UG and PG Department of Business Administration and Hospital Administration respectively. Pioneered in bringing a new course in hospital administration for the university.

Liaised with Government and University personnel for various curricular and co-curricular activities.

St. Joseph's Institute of Management, Trichy.

Associate Professor and Chair – Branding and Strategy

Associate Professor – Marketing with additional responsibilities of branding and strategy including promoting start-ups in JIM.

Liaised with AICTE, Government and University for according necessary approvals for the start of the MBA programme at St.Joseph's College, Trichy

Handle courses on Strategy, Economics and Marketing verticals –Marketing Communications, Sales and Distribution Management.

Worked with staff/student teams for conferences and other co-curricular/extra-curricular events.

Resource person for in house training programmes conducted by the institute.

Spearheading entrepreneurship initiatives at JIM.

