

EDWIN DAVID

Super-Generalist,
Sales & Marketing



What you will find here is a spreadsheet of my career, whose shape I will describe as a squiggle (a sort of irregular line that goes in different directions, a maze) not like an upward arrow as most would like to have it. However, it is this career graph, of trying out various roles, that has shaped me as, not a specialist, but as a super-generalist within the domain of Sales & Marketing. With three decades of multifarious roles, I can startup, manage and successfully steer any mid-sized business towards growth and market leadership in a reasonable span of time. I believe in my definition of efficiency: Do more. Do it well. Do it in time.

1990-2001 Corporate years

My formative career years were spent in a clutch of large organisations, namely the K Raheja Corp, Indian Express Newspapers (Bombay) Limited and Club Mahindra, among others. Smaller organisations also added value to my experience, with their ability to adapt to changing market trends easier than the biggies could.

2001-2013 Consulting years

This phase of my career was highly fulfilling since I was an independent consultant and much of my ideas were readily accepted and implemented by proprietary and family-run firms wanting to make a professional breakthrough in their business activities.

2013-DATE Creative years

Somewhat similar to the Consulting Years, except that the focus is heavily on the digital space - websites/ email marketing/ social media ad campaigns and so on. The branding and business strategy objectives are intact, but to get enterprises to go digital is a greater challenge since we are now dealing with an invisible audience. The stakes are higher. The creative quotient is being tested to the limit, to ensure that a brand effectively connects with its audience in a highly cluttered space.



Chemmanur Electronics (1990-91)

Field Sales with exposure to rural markets of North Tamil Nadu. High-value electronic machines sold on cash and carry transactions.

K Raheja Group (1991-96)

Leisure and holidays sector with corporate conferences and business travel exposure. Exposure to corporate sales and high net worth individuals and organisations.

Indian Express Newspapers (Bombay) Ltd (1996-97)

Branch Head for the newly incorporated online media division. Early days of convincing clients to advertise online. Challenging. Not fruitful. Too many skeptics (but see what's happening now).

Mercuri Goldman/Ibhar Technologies (1997-98)

Early introduction to analytics and strategy. Intense exposure to process-based selling and probability factor, with sound techniques for customer relationship building over the long term.

Club Mahindra (1999-2001)

Regional Sales Head for Western Tamil Nadu (Coimbatore/Salem). Highly target driven environment with fine processes and promotions. The 'people' element was still a work-in-progress, though...



Key Elements (2001-13)

Started up a consulting firm to provide a range of sales and marketing relating services, including sales team development & training, market research, promotions strategy, advertising campaigns and repositioning exercises for the small-medium business enterprise.

A highly fulfilling career stage, with nearly 4000 salespeople trained, 50+ family-run businesses repositioned and revamped right from organisational restructuring to employee retraining, promotional strategy rethink and customer retention programs. A range of small, medium and large Southern markets including Chennai, Bangalore, Coimbatore, Mysore, Madurai, Mangalore and Salem, worked in, allowing for a deep understanding of customer habits and varying strategies.

Critical exposure to verticals, like the automotive sector, healthcare, retail and financial services.



Brand-E360 (2014-date)

Another startup, to address the online era in brand building and business strategy. The firm engages in creating and consolidating an online presence for new businesses, existing firms, and in one case, for a shut down entity that required a revival. Reviving an existing business is harder than starting up a new one, largely because the trust in the brand has eroded. The case in point was a 4-decade old educational institution that had collapsed after one generation of stellar performance, with the usual reasons playing out - lack of succession planning, financial mismanagement and no visible positioning strategy or differentiators. With a combination of traditional communication tools and digital media, a new identity was created. A brand. To complement the positioning, people and processes were equally impacted to effect a synergy between three. In a span of three years, the turnaround happened - from 43 students to 400+. In the last two years, Brand-E360 has also helped launch 11 websites, 3 online stores and over a 100 online promotional campaigns for various clients in the age of storytelling and the CX (customer experience) factor.

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