

AJAY CHAND MEHRA

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SENIOR SALES & MARKETING PROFESSIONAL Safety & PPE, Industrial Products

Middle East experience dealing with sales, marketing and product development in the region. I have been involved in the review of regional business planning through accurate report writing & interpretation of data of market trends.

Through my effective PR skills, I have been able to build up good client data base and maintain good rapport.

My clients and principles consider me to be reliable, motivating, confident & calm under pressure. I have always worked for organizations that are innovative & well structured, who have a serious commitment to building their regional business. I wish to add to my Middle East, India & overseas experience.

In order to keep myself up to date with new trends within the region, I continue to learn new business skills with focus on personal development.

Expertise:

Product development & specification, selling & marketing, regional tendering, distributor management, negotiating, global communication, exhibition setup.

Strengths in:

- **Local Market Expertise-Strong Clientele**
- **Client Convincing-Rapport Building**
- **Dealing with Corporate & Principals**
- **Generating Sales in Oil Field Sector**
- **Business & Market Development**
- **Customer Service-Account Handling**
- **Product Demonstration-Presentation**
- **Supervisory & Management Role**

PROFESSIONAL EXPERIENCE

Headline Trading LLC (MGTGROUP) Dubai, UAE Business Development Manager	August 2017 – Current
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Reporting to General Manager for United Arab Emirates & Oman operations.

- Handling operations of Safety & PPE, and, Industrial Products.
 - Responsible for marketing Personal Protection Equipment. Lifting Material, • Brands managed in Personal Protection Equipment are MSA, SCOTT SAFETY, 3M, TIMBERLAND Pro, , GRAINGER SAFETY and in Lifting Material it is George Taylor, UK and Young Hueng (Wire Ropes), from Korea.
 - Negotiating appointments with decision makers of the buying companies who are responsible for evaluating and hence recommending the product to their procurement departments i.e. interacting with H.S.E. Managers and Rigging Managers.
 - Providing feedback in form of detailed reports to employers on product performance after H.S.E Manager and Rigging Managers have evaluated it viz – a –viz on Quality, and also forwarding the competitor product analysis reports to the same.
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Al Tadhamon Safety Equipment Trading Co LLC, Shj, UAE May 2016 – July 2017
Team Leader (Sales & Marketing)

Key Responsibilities & Achievements:

- Reporting to Branch Manager for UAE & Oman operations.
- Responsible for marketing Safety & Personal Protection Equipment and Lifting Material.
- Own Brands managed in Personal Protection Equipment are TOUGH, STOPAC, STUDY, CLIMAX, ARCO, NORTH SAFETY, SPERIAN , 'ARCO SAFETY, GRAINGER SAFETY, Ergodyne, ATG etc
- Negotiating appointments with decision makers of the buying companies who are responsible for evaluating and hence recommending the product to their procurement departments i.e. interacting with H.S.E. Managers and Rigging Managers.
- Providing feedback in form of detailed reports to employers on product performance after H.S.E Manager and Rigging Managers have evaluated it viz – a –viz on Quality, and also forwarding the competitor product analysis reports to the same.
- Preparing quotes for enquiries generated. coordinating with principals for timely deliveries.
- Training of distributors' staff on VF Company products & selling techniques, showroom & after sales customer service.

VF Imagewear Majestic UK FZE, Jebel Ali, UAE
Territory Sales Manager ME

March 2015 – April 2016

Key Responsibilities & Achievements:

- Monitoring & managing Bulwark FR & Redcap Non FR product distributors (UAE, Kuwait, Qatar, Bahrain) in terms of sales in Oil & Gas sector projects, strategies in business development, commitment to Bulwark & Redcap products, yearly plans, orders & payments.
- Developing achievable business plans at account, country, and regional level to increase sales in the oil & gas as well as electrical utility sectors.
- Enhancing & forming new relationships with prospective customers & agents in the Middle East through email, telephone communication & regular business trips to client's location.
- Training of distributors' staff on VF Company products & selling techniques, showroom & after sales customer service.
- Identifying gaps in current Middle East flame resistant garment, general work-wear & professional services uniform markets, then work with merchandising/production to bring them to market at the right price point and specification for country standards.
- Account management, viable long-term global business partnerships for the supply of work-wear & safety clothing.
- To assist with end user clothing programs and distributor sales opportunities.
- Building strong partnerships between VFI US office personnel, agents, distributors, national/international oil & gas organizations, drilling/service companies & government utility organizations.
- Report directly to General Manager advising on regional strategy & sales forecasts through monthly reports.

Professional Safe Systems Trading LLC, Abu Dhabi

Business Development Manager (Protective Clothing, Safety & PPE)

Nov 2010 – Feb 2015

- Sister Company of Qatari Industrial Equipment having TLA with Dupont USA, in connection with the Garment conversion, where we manufacture & sell Nomex Garments & are the distributors for well renowned brands on PPE's like 3M, RAE SYSTEMS (GAS DETECTION), HONEYWELL & others.
- Looking after UAE, especially Abu Dhabi Oilfield Companies. Business Development.
- Enlistment of company & product with major Oilfield companies.
- Meetings with HSE Managers, Procurement Managers for Product evaluation & enlistment.
- Brand development, Developed brand strategy, including business plan & sales strategy development.
- Advising new businesses on formation of corporations and business structures.
- Comprehensive database management and migration to FOCUS.
- Successful setting up of manufacturing unit in SAIF Zone Sharjah for assembly of Nomex FR Apparels.
- Recruitment of tailors, selection of machinery, restructuring of facility to suit tailoring needs.

Ashwa Technology Ltd: (Henkel Technologies)

Sales Manager (UAE & OMAN)

April 2008- Oct 2010

- Manufacturers & Suppliers of Industrial Adhesives.
- Reporting to Regional Sales Manager.
- Looking after UAE & OMAN regions prospective accounts. Responsible for selling to existing customers, belonging to different segments of the industry i.e Graphics & Book binding , Packaging & Labels, Cigarettes etc. Sourcing & developing new customers, through product evaluation. The product is identified, sample trials are conducted & finally price negotiations. Coordinating with company lab & technical departments for successful completion of sample testing and right recommendation of the product. Monitoring and controlling the overall sales function and ensuring that quotations, proposals, material are delivered to customers promptly and according to the Company standards.
- Follow up of the payments from the customers.

Al Masaood Trading Supplies & Services Company, Dubai, UAE

Senior Sales Executive (Safety & PPE)

Nov 2002-Mar 2008

- Reporting to Regional Manager for Dubai and Northern Emirates operations.
- Successfully started the operations of Safety and Industrial Products, a New Division.
- Responsible for marketing Personal Protection Equipment and Lifting Material, principal from Holland, Korea and United Kingdom.
- Brands managed in Personal Protection Equipment is 'NORTH SAFETY', 'SPERIAN', 'ARCO SAFETY', 'GRAINGER SAFETY' and in Lifting Material it is George Taylor, UK and Young Hueng (Wire Ropes), from Korea.
- Negotiating appointments with decision makers of the buying companies who are responsible for evaluating and hence recommending the product to their procurement departments i.e. interacting with H.S.E. Managers and Rigging Managers.
- Providing feedback in form of detailed reports to employers on product performance after H.S.E Manager and Rigging Managers have evaluated it viz – a –viz on Quality, and also forwarding the competitor product analysis reports to the same.
- Preparing quotes for enquiries generated. coordinating with principals for timely deliveries.

Al Masaood Trading Supplies & Services Company, Dubai, UAE

Marketing Executive (Fluid Transmission Products) Feb 1998 – Nov 2002

- Marketing Dunlop and Alfacomma, Industrial and hydraulic fluid transmission products-fittings and marine industrial products.
- Responsible for selling industrial products to the dealers, suppliers and end users.
- Marketing the extensive range of hose assemblies and fluid transmission accessories for wide range of applications.
- Coordinating with workshop for timely assembly of high-pressure hoses with fittings.
- Assessing client needs to recommend appropriate goods-services. Suggesting right type of input for the product design so that the goods and services are customized as per the client needs.
- Estimate costs of Installing and maintaining equipment's or service.
- Prepare and Administer sales contracts. Ensuring that the outstation credits are managed.
- Consult with clients after sale to resolve problems and to provide ongoing support.
- Achieved excellent sales distribution and earning stability with constant growth in gross revenue.

Al Naboodah Group, Swaidan Trading Co LLC, Dubai, UAE

Sales Executive

May 1996-Jan 1998

A diversified group of companies with business interest in Goodyear Tyres and Industrial Rubber Products, Agriculture, Automobiles and Heavy Equipment.

- Responsible for marketing of Goodyear Industrial Rubber Products to dealers, suppliers and end-users, through creating market awareness in Dubai and Northern Emirates markets.
- Handling wide range of Goodyear hose assemblies and fittings. Also marketing rubber V-Belts.
- To develop and manage sales through-out Dubai and Northern Emirates.
- Establish substantial credibility with customer base across a wide range of contacts.
- Role includes monitoring closely the technical and commercial developments taking shape in the market and to develop and implement appropriate initiatives for maintaining business growth.
- Provided technical service to the portfolio of customers.

NRC Industries Limited, Punjab, India

Senior Marketing Executive

Oct 90-Mar 96

Well-established company in India for the manufacture of Rubber Conveyor Belts and Transmission Belts. Catering to Railways, Power Stations, Quarries and Coal Mines etc.

- Reporting to Sales Director with responsibility to market Industrial Rubber to Indian Railways, Rubber Conveyor Belts, Rubber Transmission Belts and Rubber Hoses to Industrial clients.
- Participating in Tenders and coordinating with factory to meet orders-deliveries.
- Liaising with quality assurance officers of Railways.
- In charge for handling company enlistment with Public sector undertakings for rubber conveyor belts.

Amber Plastics Pvt Ltd, Punjab, India

Sales Manager / Sales Executive

Sept 82-Aug 90

Manufacturer of flexible plastic packaging products with facilities for providing flexography printing

- Primarily responsible for sales and distribution of polypropylene, HDPE and Polyethylene Carrier Bags, Films, etc. covering North Indian Markets including Punjab and Jammu & Kashmir states.
- Ensuring full distribution of companies' products to the end users for textile packing and to the general packing product wholesaler. Also responsible for appointing distributors & wholesalers.

EDUCATION

Bachelor of Science, GND University, Amristar, Punjab, India (1980)

Diploma in Computer Proficiency, Informatics Computer Services, Delhi, India (1992)

COMPUTER

MS Office (Word, Excel, PowerPoint), Business Software, Internet and Email Applications

PERSONAL

Indian Born 16th Jan 1959 Married UAE Driving License
 Employment Visa
