

Flawless combination of expert qualifications and performance – Top Management Executive, functioning as Chief Marketing Officer at Radiant Middle East Trading FZE, Dubai, UAE.

EXECUTIVE SUMMARY

- Dynamic, articulate and result oriented turnaround specialist with **over 23 years** of in-depth experience and an innate ability to excel in Management Roles. Refined exposure and experience in driving growth YOY, resulting in propelled ROI and revenue in the Consumer Electricals Industry.
- Recognized for setting the overall strategic direction of the company resulting in increased market share and EBITDA
- Known for undertaking new initiatives for heading profit center by optimizing the use of man and material, ensuring top-line growth and bottom-line profitability.
- Proactive in nurturing & strengthening joint working relationships with clients/ strategic partners.
- Efficiency in using the TOC model for addressing and driving away all the constraints to address potential problems.
- Played a vital role in adding new revenue streams by reducing the costing of the product, balancing pricing of the products in major and niche markets along with identifying product segments for thrust areas.

PROFILE & VALUE

Effective and accountable in high-profile executive roles:

- Overcoming complex business challenges and making high-stakes decisions using experience-backed judgment, strong work ethics, and irreproachable integrity
- Known for driving business operations by determining performance improvement objectives, strategizing and devising effective procedures and policies

Business Strategy & Turnaround Specialist:

- Demonstrated expertise in managing restructuring and turnaround of the business, internal controls, process improvement and streamlining business operations
- Out-of-the-box-thinker, meticulous, tactful and diplomatic with the ability to manage problems logically and systematically in a professional manner along with initiating the go-to-market strategy.
- Developing and implementing the TOC approach to marketing to raise share and growth.

Distribution Management:

- Identifying and developing channel partners for achieving business volumes consistently and profitably
- Evolving strategies and activities to achieve the desired business objectives
- Promoting the usage of company products by maintaining cordial business relations with the Distributors

Consistent record of delivering growth and revenue:

- Driving business operations by determining performance improvement objectives and strategies
- Administering marketing and sales operations for achieving increased growth and profitability
- A go-getter, confident, a great facilitator and Change Manager with skills in developing good working relationships with employees and stakeholders within the organization

Respect and Leverage Human Capital:

- Motivating, mentoring and leading talented professionals; with expertise in building and motivating large teams that well exceed corporate expectations
- Innovative and results-driven senior manager focused on achieving exceptional results in highly competitive environments that demand continuous improvement
- Maintaining relationship with manufacturing, Laboratory, and technical departments to provide a complete understanding of and information to the client base

Business Leadership
& Growth



P&L Management



Business Turnaround



Pricing



Product Sales



Channel
Management



Budgeting



Market Penetration



Business
Development/ Sales



Revenue
Enhancement



Implementing TOC



Stakeholder
Management

CAREER CONTOUR

Aug 2018 – till date

Chief Marketing Officer | Radiant Middle East Trading FZE, Dubai, UAE

Spearheading the entire sales and marketing operations for raising the budgeted sales. Recognized for generating an order bank of sales orders worth INR 175 Crores for 2018 – 19 by setting up tie-ups with corporate giants (Principals). Skillfully involved in the development of pricing strategy for the company in the West Asia markets.

- Raised the profitability of the company by identifying twelve new mega key accounts for the company.
- Ensured that the principal companies are represented in the Govt. Tenders across Western Asia.

Jan 2009 – Jul 2018

Bajaj Electricals Limited, Luminaires Division, Mumbai, IN

Jun 2016 – Jul 2018 | Chief Manager (Handled the Pre-Sales Function and Funnel Management)

Apr 2014 – Jun 2016 | Marketing – Assisting the President and Head – Lighting Business Group

Jan 2009 – Apr 2014 | Sales / Price Controller

Managed a team for managing the business across PAN India and for developing effective pricing strategies. Involved in managing the entire process from inquiries generation to final order phase. Recognized for setting product specifications and preparing product portfolio as required by the market for the marketing of the products through brochures and pamphlets.

- Maintained a check on the quality of materials by conducting inspections at vendors' premises.
- Prepared and managed database of Bajaj Luminaries Models along with their specifications
- Gathered the requirements of the management for developing reports of products using Siebel Platform.
- Carried out a pricing study for developing a profitable pricing strategy on new models to be introduced in the market along with creating model codes and product specifications in the system.
- Managed LED business that helped in increasing revenue and generating business for the organization

PREVIOUS ASSIGNMENTS

Jan 2008 - Jan 2009	Manager	Pierlite India Pvt. Limited, Luminaries Division, Mumbai
Jan 2004 - Jan 2008	Senior Executive Marketing	Crompton Greaves Ltd., Luminaires Division, Mumbai
May 2002 - Jan 2004	Senior Executive Sales	Mahindra UGINE Steel Company Ltd., Mumbai
Sep 1999 - May 2002	Sales Engineer	Advani Oerlikon Ltd., Mumbai
Oct 1997 - Aug 1999	Sales Officer	Bettonville (India) Pvt. Ltd., Mumbai
Sep 1996 - Oct 1997	Sales Engineer	The Indian Link Chain Manufacturers Ltd., Mumbai

ACADEMIC CREDENTIALS

2001 | Masters in Marketing Management (M.M.M.) from K. J. Somaiya's Institute of Management Studies, Mumbai University

1996 | B.E. (Mechanical) from Bhartiya Vidyapeeth College of Engineering, Mumbai University in 1996

1996 | PG Diploma in Foreign Trade from World Trade Institute, Mumbai