

Professional Profile

PROFIT CENTRE OPERATIONS / SALES & MARKETING MANAGEMENT

- A result-oriented professional with over 26 years' experience in channel development & management, operations, sales & marketing, business development and turning around the product into a profitable venture through strategic planning
- Skilled in planning operations backed by proven abilities in enhancing corporate image, ensuring image uplift, acceptability and positioning, resulting in increased business as well as uninterrupted business growth
- Deep understanding of Market Research, Sales and Operational Management with proven track record of exceeding sales milestones year after year
- Deft in driving the Value Chain of Business through introducing innovation and implementing change, research and networking, relationship management, problem solving, training, public relation and product / process development
- Demonstrated excellence in establishing new business for a wide array of consumer products and brands; also set up Dealer & Distribution Channel as per the product category & position
- Successful track record of making visible contribution to raise productivity with deft application of operations, business management and administration
- Ingrained confidence to interact with individuals at all levels in multicultural environment with a focus on developing and maintaining "TRUST" of internal and external customers as well as the stake holders
- Hands on expertise in mapping market dynamics to draw vital inputs to facilitate marketing/sales strategies to combat competition & sustain leadership position
- Diverse functional expertise, with a tenacious commitment for driving sales, profit, market share & growth in highly competitive environments
- Proficient in managing the sales of large & diverse range of products, vast experience & expertise in developing and managing business partners as channels while assuring performance increase timely

Brands Associated With

Professional Skill Set



KEY ACHIEVEMENTS

- ↳ Launched the complete range of new product Al Mulla brand .
- ↳ Biggest Order for Fin power for FCU IN 2020.
- ↳ Biggest order for MAICO in UAE and Oman for Ecology and Biggest order for Macio in Sri Lanka for AHU 2016-2017
- ↳ Recognized for receiving the title of the most successful Area Manager for the year 2009 - 2010
- ↳ Played a vital role in launching the new Ventus line of product for VTS clima it was rated by the media as best brand launch of the year 2008
- ↳ Instrumental in recording the highest growth rate in profit for Pune branch in the year 2001, and was awarded the best Branch Manager and entitled as achiever in Hitachi for Mumbai in 1997
- ↳ Acknowledged for selling the countries first specialized air-conditioner i.e., Setfree thereby providing the strong base for others to follow
- ↳ Significantly contributed in diversifying the product line to DX segment, which tripled the business of the present company

CAREER REVIEW

OCT '20 – Till date: AL Mulla Group as Group Sales Manager - UAE Region

Key Deliverables

- ↳ Launched the complete range of new product and developed the product specs to suit the current market requirement.
- ↳ Responsible to ring the Branch from loss making unit to highly profitable unit.
- ↳ Make the brand acceptability among the key accounts, Consultant and Large Corporates.
- ↳ Key Role to shift the company image from a from being a manufacturer to also add Trading in UAE.
- ↳ Accountable for managing Business generation for UAE market and accomplished responsibility for monitoring, Process Planning, and Development of Product like Airducts, VAV, Sound Attenuators, Fire and Smoke Dampers and Airside equipment
- ↳ Improved operational systems, processes & policies in support of the organization's mission, assisting in better management reporting, information flow & management, business process and organizational planning

OCT '19 – OCT '20 LLC a Maxell Group of Company as Sales Manager - UAE Region

Key Deliverables

- ↳ Entrusted with the onus of established Businesses operations by taking up major projects and putting into practice innovative business strategies to improve the product awareness in big projects and larger Volume Jobs.
- ↳ Make the brand acceptability among the key accounts, Consultant and Large Corporates.
- ↳ Key Role to shift the company image from a retail segment operator to major projects execution.
- ↳ Accountable for managing Business generation for UAE market and accomplished responsibility for monitoring, Process Planning, and Development of Product like AHU, FCU, Ecology, DX, VRF, Cooling Towers and Airside equipment
- ↳ Improved operational systems, processes & policies in support of the organization's mission, assisting in better management reporting, information flow & management, business process and organizational planning

JULY 2016 – JULY 2019: Macio Gulf LLC a RHIRA group of Company as a Product Sales Manager IMENA Region

Key Deliverables

- ↳ Worked as Product Sales Manager – IMENA based in Dubai
- ↳ Accountable for the developing new markets for Fans, ahu Ecology units and building up of the entire infrastructure to support the new venture and handling a large team of professionals
- ↳ Key Major Accounts and Consultant approvals for the entire range of product.
- ↳ Product Development and getting the team prepared to support the new products.
- ↳ Established and executed plans for tactical accounts that go beyond expectations in profits maintenance/increase, account profitability, and the customer satisfaction
- ↳ Developed various strategies to achieve business goals of the Branches in various countries.
- ↳ Accountable to accomplish the allocated sales targets for Sri Lanka, UAE and India, within the strict timeframe for an assigned territory requirement as well as handled pre and post sales operations
- ↳ Responsible for Network/Channel Management and instrumental in developing new & existing network/channels to enhance market penetration and coverage in the territories assigned

Since Oct'14 – June '16: Rhoss Gulf, UAE as Country Sales Manager - UAE Region

Key Deliverables

- Accountable for managing business generation for UAE market and Brand positioning while Media planning and creation with the accountability of supervising the entire Product activities, including Chillers, DX, VRF, and Airside equipment
- Undertaking business development activities by expanding distributor network through implementation of strategic business plans/policies, ensuring company growth, targeting maximum profitability & cost effectiveness
- Mapping business dynamics with continuous monitoring of competitor moves, product evaluation, product reach in the region and changing needs for realigning strategies for business development
- Establishing annual/ quarterly objectives focusing on improving efficiency & expansion of the company's business and individual channel targets and meeting/exceeding the monthly/quarterly sales targets
- Designing and running various secondary schemes in market for enhancing sales volume
- Conceptualizing market intelligence & feedback systems and building a cordial relationship with the distributors and focusing on their satisfaction by managing their feedbacks and minimizing grievances
- Conducting product/sales training sessions for channels and sales team and creating & sustaining a dynamic environment that fosters development opportunities and motivate performance among distributors/sales team

Jun'11 – Sep'14: District Cooling Company, UAE as Country Sales Manager - UAE Region

Key Deliverables

- Entrusted with the onus of established Businesses operations by thinking up and putting into practice innovative business strategies to improve the product awareness and ensured enhanced brand visibility
- Defined and effectively presented consistent company position and message through all avenues of contacts while developed reputation in line with company business-growth objectives
- Accountable for managing Business generation for UAE market and accomplished responsibility for monitoring, Process Planning, and Development of Product like Chillers, DX, VRF, Cooling Towers and Airside equipment
- Improved operational systems, processes & policies in support of the organization's mission, assisting in better management reporting, information flow & management, business process and organizational planning
- Geared the activities for Conceptualizing market intelligence & feedback systems based on quality standards complying with the company norms
- Conducted competitor analysis to get a fair idea of the latest market trends & the competitor moves ahead to achieve higher market share, proactively participated in Media planning and creation

Sep'05 – Jun'11: VTS CLIMA LLC, UAE as Area Sales Manager

Key Deliverables

- Involved in handling marketing and brand positioning in various GCC and African Region by conceptualizing various strategies to achieve business goals for business development and aiming towards the growth in business volumes as well as profitability
- Formulated policies, exploring and monitoring market trends to identify fresh business opportunities and developing new as well as existent markets
- Developed the sales & marketing strategy for the organization to ensure an enriched customer portfolio and build differentiation for the brand
- Proficiently strategized the long-term business directions of the region to ensure maximum profitability in line with organizational objectives
- Analyzed the market trends and tracking competitors' activities and provided valuable inputs for product enhancement and fine-tuning sales & marketing strategies
- Managed the entire gamut of activities related to the company's vision, values and strategy; ensured revenue generation and enhanced market share. Planned & executed workable strategies which resulted in enhanced revenue & sales
- Successfully coordinated all aspects of the project with design teams, clients, consultants, and supplier to ensure on time delivery of projects

Apr'03 – Aug'04: MIRC Electronics Limited as Branch Manager – Air conditioners (Maharashtra and Goa)

Feb'94 – Apr'03: Hitachi Home & Life Solutions Limited

Growth Path:

Dec'02 – Apr'03 as Business Development Manager – Corporate & Solutions, Head Office, Ahmedabad
Feb'94 - Dec'02 as Branch Manager – Commercial Sales, Maharashtra & Goa

EDUCATION CREDENTIALS

B.E. - Instrumentation & Control from PREC, Loni (Affiliated to Pune University), 1993

TECHNICAL SKILLS

- Well versed with SAP and ERP based systems

PERSONAL DETAILS

Date of Birth: 12th Apr 1971

Linguistic Abilities: English, Hindi and Marathi **Nationality:** Indian