

SHIVRAJ RAJARAM AMIN

Mobile: **+971 56 455 15 45**

PO BOX 54569, Dubai, UAE

E-mail : **sixthjan@gmail.com**

<http://www.linkedin.com/pub/shivraj-amin/10/44b/195>

Business Development ~ Regional Sales Manager ~ Power Consultant

A professional with 16+ years of professional experience in industrial sales, marketing, business development & department management. A result-oriented individual with a proven ability to seek and close projects within the energy segments. A positive proactive ability to design, develop, coordinate and implement effective solutions. A determination to consistently raise the sales margins within the given markets. An engineer with strong interpersonal skill coupled with excellent operations and administrative knowhow. A dependable personality accustomed to working well with people of multi-cultured backgrounds.

FORTE Confident, optimistic, excellent communication skills - written and oral, zeal to navigate unmapped territories, an out of the box thinker, team player with the ability to build consensus, take a calculated risk and skilled in senior level presentations, negotiations and decision making.

Career Objective

It is my constant aspiration to enhance as a professional, provide a real solution for my client base to excel in the field of Power & Energy Storage. My Management skills along with my Sales and Engineering expertise helps me to execute project specific sales and solutions. I believe in consulting our clients into a cost-saving and sustainable solution with a healthy ROI.

Work Experience

AEG Power Solutions, UAE



A 100+ Year company, AEG Power Solutions Group has been a global provider of power electronic systems and solutions for all industrial power supplies, and it offers one of the most comprehensive product and service portfolios in power conversion and power control. Thanks to its distinctive expertise, bridging both AC and DC power technologies and spanning the worlds of both conventional and renewable energy, the company creates innovative solutions for energy networks and smart grids. For more see www.aegps.com

Regional Sales Manager

May 2014 ~ Current

- Exceeded set KPI's and revenue targets all four years in a row.
- Proven and consistent track record of Top Sales Generator, regionally for 2017 & 2018.
- Considered by management as an entrepreneur mindset and equipped to work with limited resources.
- A road warrior who extensively travel the MEA region. Prefer to be in direct contact with end users.
- Identify new business opportunities - including new markets, growth areas, trends, customer needs.
- Coordinate & Execute technical events and exhibitions for target clients in specific markets. (Lunch & Learn etc)
- Directing, managing, collaborating with and supporting sales representatives in the region
- Assisting Top management in developing business plans and marketing strategies.
- Head and mentor the local team of pre-sales engineers to support technically and coordinate with clients and Factory.
- Currently tasked with re-organizing the channel sales system for our non-performing range of products.
- End-user approach with a keen eye on deciding factors like Regulation or Credit / Guarantee bank etc.
- Start and manage the whole sales cycle, and be the focal point in all relations with a prospective client
- Attend seminars, conferences and events where appropriate.
- Strong network within the Energy, Power, Industrial, Transport and IT/Telecom markets for the Middle East.
- Promoted to help microgrid solutions for our solar inverters and energy storage. Interact with direct buyers of PPA and other influencers in the market. 5-year ESS plan drawn for this region.
- Provide collaborative support to other Business Unit and EPC's in global projects for energy storage ending up in MEA.
- Skilled in Commercial negotiation and limiting the risk of exposure especially on a large project over 1m Euros.

Solid State Control Inc is a wing of AMETEK Group. Solid States Controls are the leading supplier for Industrial grade AC UPS and Battery charger in America. They were expanding their Global presence and my responsibilities were to business development for the Middle East. Solid state controls itself is a 50-year establishment with vast experience in Power Back Up.

Sales Manager

August 2011 ~ May 2014

Recognized internally as a specialist on business matters. Has completely mastered the technical and business skills required to accomplish the job. Provides guidance, coaching and advice to less experienced salespeople. Individual with a customer focus who has developed the acumen to cultivate and build lasting customer relations.

- Managed sales in various Middle East territories like Saudi Arabia, Kuwait, Bahrain, Jordan, Iraq & Africa etc.
- Converted Ametek (SCI) into an approved preferred vendor list at Saudi ARAMCO.
- Guided my presales engineers with technical support like battery sizing and specification study.
- Monitoring and reporting on competitor activity that could impact future sales and strategy.
- Works independently and in collaborative nature.
- Strong working relationship with major EPC's & End user of the region.
- In new territories conducted segment analysis helping us to identify clienteles or sectors of new revenue generation. Have built a step by step method of how and when we need to penetrate these segments.
- Constantly prequalified with new end users to get relevant approvals prior to Bids.
- "Technical Lunch & Learns" for target customers in specific markets.
- Ageing report management. Through Lotus ARDEXUS CRM
- Monthly & quarterly reports to show trends.
- On the feet thinker with an insatiable appetite to bounce back higher.
- Extensive market research & intelligence was done prior to sales to shortlist key project for each quarter.



Chloride Industrial Systems (VERTIV), UAE

Chloride Industrial System now VERTIV was a part of Emerson Network Power group. Chloride industrial system had a track record for being a global brand in the power and energy sector. They manufacture AC UPS & DC chargers as per the client's specifications.

Key Account Manager

June 2007 ~ July 2011

Being a part of the technical sales team, I help in the integration of Systems and Batteries understanding what exactly the client needs. I was a vital part of Chloride - Middle East's sales team in the UAE. We catered mainly to Power, Utility, and Oil/Gas Sector. Develop sales leads and prospects with current and potential clients and follow up on referrals.

- Negotiate terms and conditions of all sales and service agreements, both with new and existing clients.
- Provide leadership in client relations regarding implementation projects and sales of consultancy services.
- Follow up and ensure client satisfaction throughout the lifetime of the relationship as I believe in long term commitments to its clients.
- Engage in market research and build perspective client profiles with respect to their current systems, potential future software investments and strategies, and key decision makers. Perform competition analysis with respect to strengths, weaknesses, and opportunities and threats.
- Build long-term relationships and referrals with senior managers, officers, and key opinion leaders in the banking and financial services sectors and establish and continue relationships with primary alliance partners and identify new market and growth opportunities to build a strong sales pipeline.
- Perform such other duties, functions and services, consistent with status or vocational ability, as may from time to time be required.
- Used battery sizing tools of various manufacturers such as ALCAD, SAFT, Hoppecke, HBL, EnerSys, Flamm etc.
- Done presales/estimation in the initial period of my placement so that I have a better understanding of our technical limitations and how we can find a solution around it.
- Periodically coordinated technical events and exhibitions for target customers in specific markets.
- Conducting periodic reviews with the customers and analyzing customer trends to take proactive measures to keep ahead of competition
- Reactivating dead accounts by process of consistent support within a projected time frame.
- A manage the smooth liaisons between my presales team, project engineers and financial department during and after order booking.
- Provided monthly /quarterly report to my management which helps me get better support in critical projects.

- Exceed my targets during the slow 2010 (€3.7 m) year & (€5.6m) back in 2011.
- Achieved a 10-fold growth in the new market as it was one of my missions for the 2011 year.
- First to initiate the explosion proof charger design which have become their trade mark niche product.

MGT Group, UAE

MGT Group is a global trading company mainly catering to relief agencies and heavy industrial sector. I handled the industrial procurement and sales for mainly Oil and Gas companies located in North Africa, Middle East and some CIS countries. My flexibility and persistence were my strength in being able to break into segments which weren't looked into.

Sales Engineer

May 2005 ~ May 2007

N R Export, Kingdom of Bahrain

NR Exports is a family run business catering to clients in Bahrain mainly. They handled general procurement on various products relating to hospitality & construction industries. Prior to being promoted as Sales Engineer, I was working as Procurement Engineer for N R Exports. It was due to my initiation that we moved into the industrial procurement and started up a strategic outlet in UAE.

Sales & Procurement Engineer

May 2003 ~ May 2005

Aradous Constructions as a Junior Mechanical Engineer, supervising projects for the first one year of my career. That's where I realized my strength is in technical sales & management and I haven't looked back since.

Academic Qualification

Bachelor of Engineering (B.E) - Industrial Production at *Visveswaraiah Technological University (VTU)*, India

Computer Proficiencies:

- Proficient in Office Packages, Spreadsheets and Presentations.
- Adept with ERP Software's and other modules.
- Knowledge in AutoCAD.
- Working with various CRM software Like Dynamic, Sales Force & Ardexus.

Personal Information:

Date & Place of Birth:	06th January 1980, Kingdom of BAHRAIN
Nationality:	Indian
License:	Valid UAE & International driving license.
Visa Status:	Currently employed in UAE (Free zone VISA)

"It is said that if you know your enemies and know yourself, you will not be defeated in a hundred battles; if you do not know your enemies but do know yourself, you will win one and lose one; if you do not know your enemies nor yourself, you will be defeated in every single battle." – SUN TZU, *Art of war* 500 BC

References can be provided on request