

SUDEEP KUMAR RUSIA

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Seeking senior level assignments in Project Sales & Marketing with an organisation of repute preferably in HVAC Sector

CAREER CONSPECTUS

- ➔ Presently with Bin Dasmal Group – Trosten Industries Company LLC as Deputy Manager in Dubai – Solution & Applied Sales
- ➔ Suhail Bahwan Group – Bahwan Electronics as Deputy Manager HVAC Sales in Oman -, PAC & VRF.
- ➔ Hitachi home & life solution (India) as Senior Manager Sales as Head of Western Region – 1, PAC & VRF.
- ➔ Blue Star Ltd. Gujarat India , as Manager (Package Air-conditioning Division) as head of Sales for Gujarat Region.

- ➔ A dynamic professional with **over 19 years** of experience in administering **project sales & marketing operations** with focus on achieving predefined sales target and growth.
- ➔ Sound exposure in **Channel Marketing Management & Projects in the field of Central, VRF & Packaged Air-Conditioning Products.**
- ➔ Exploring business potential, opportunities as well as clientele to secure profitable business volumes.
- ➔ Forecasting monthly/annual sales targets and executing them in a given timeframe, thereby enhancing existing clientele.
- ➔ Identifying and networking with reliable channel partners resulting in deeper market penetration and reach.
- ➔ Interfacing with clients for suggesting the most viable product range and cultivating relations with them for securing repeat business.
- ➔ Monitoring, recruiting, training & motivating the manpower & ensuring quality deliverables in the market.

COMPETENCIES MATRIX

Sales and Marketing / Business Development:

- ➔ Running sales & marketing operations, increasing sales growth and driving sales initiatives in order to achieve business goals.
- ➔ Conducting competitor analysis & competency mapping for keeping abreast of market trends and competitor moves to achieve market share.
- ➔ Identifying prospective clients, generating business from the existing clientele, thereby achieving the business targets and strategizing the long-term business directions of the region to ensure maximum profitability in line with organisational objectives.

Project Management:

- ➔ Monitoring and executing projects with respect to budgeted cost, demand forecasts & time over-runs to ensure timely execution of the power transmission.
- ➔ Receiving application forms and agreement forms at the prescribed cost as well as conducting cost benefit analysis of the projects including feasibility studies, assessment of the requirements, interface and commissioning.
- ➔ Ascertaining compliance to safety, economical and technical assessments to secure the best economical results and assuring safe management and identifying the process for all engineering activities undertaken by the Engineering Department.

Channel & Distribution Management:

- ➔ Recognizing & establishing financially strong and reliable channel partners for deeper market penetration.
- ➔ Providing training & direction for ensuring quality performance.

Customer Relationship Management:

- ➔ Managing customer centric operations & ensuring customer satisfaction by achieving delivery & service quality norms.
- ➔ Attending to clients' complaints and undertaking steps for effectively resolving them.
- ➔ Interacting with the customers to gather their feedback regarding the product satisfaction.

Team Management:

- ➔ Recruiting, mentoring, training and development of the field functionaries to ensure the sales and operational efficiency.
- ➔ Creating and sustaining a dynamic environment that fosters the development opportunities and motivates the high performance amongst the team members.

Influencer Management:

- ➔ Maintained good relationship with Arch. & Consultant by providing correct tech. solution & regular meeting.
- ➔ New product presentation to Arch. & consultant.
- ➔ Conducting product launches & seminar.

ORGANISATIONAL SCAN

- ➔ **Presently with Bin Dasmal Group – Trosten Industries Company LLC from May 2018 as Deputy Manager in Dubai – Solution & Applied Sales**

Present Responsibilities:

- ➔ Take care of applied system sales of Dubai and surrounding area.
- ➔ Strengthen the present team at various locations for applied system department.
- ➔ Meet Consultants & Client and keep the relationship going with them to get maximum business from them. Also to spec in Trosten make AHU, FAHU, FCU, Package & Ducted AC during the tendering stage there by increasing the sales of Trosten.
- ➔ Keep the team motivated with meeting at regular intervals and sorting out the issues.
- ➔ Interact with senior management team and appraising about the market scenario. Getting the necessary clearances there by increasing our market share.

Bahawan Electronics LLC (Suhail Bahwan Group Oman) from FEB' 2014 to April 2018**Accountabilities as Deputy Manager-HVAC Sales**

- ➔ Take care of Project sales operations of Muscat and surrounding area.
- ➔ Strengthen the present team at various locations for PAC & VRF department.
- ➔ Meet Consultants and keep the relationship going with them to get maximum business from them. Also to spec in Toshiba, Mitsubishi, MDV(Midea) VRF & Toshiaba , Cooline, MDV Package during the tendering stage there by increasing the sales of BE.
- ➔ Keep the team motivated with meeting at regular intervals and sorting out the issues.
- ➔ Interact with senior team at HO and appraising about the market scenario. Getting the necessary clearances there by increasing our market share.

Hitachi Home and Life Solutions from Nov' 2012 to January 2014**Accountabilities as Senior Manager (Head of PAC & VRF for Western Region - 1 based out of Mumbai office):**

- ➔ Operation head for Western region -1 for PAC & VRF Air-conditioning requirement. Western region - 1 comprises of Maharashtra, and Goa.
- ➔ Take care of operations of Mumbai, Pune offices thru the Area Managers.
- ➔ Strengthen the present team at various locations for PAC & VRF department.
- ➔ Review all operations with Sales, Planning and Execution of PAC & VRF on periodic basis.
- ➔ Meet Consultants and keep the relationship going with them to get maximum business from them. Also to spec in Hitachi VRF during the tendering stage there by increasing the sales of Hitachi VRF & Ducted Units.
- ➔ Keep the team motivated with meeting at regular intervals and sorting out the issues.
- ➔ Interact with senior team at HO and appraising about the market scenario. Getting the necessary clearances there by increasing our market share.

Blue Star Ltd., Nagpur and Baroda. From March 2004 to October' 2012

Growth Path:

March'04 to July'06	Sr. Sales Engineer/ Asst. Manager(Packaged Air-Conditioning Division) in Nagpur
July'06 to July'08	Asst. Manager/ Deputy Manager (Packaged Air-Conditioning Division) in Nagpur
July'08 to July'10	Deputy Manager/ Manger Sales (Packaged Air-Conditioning Division) in Baroda
July'10 to Oct'12	Manager/ Sr. Manager (Packaged Air-Conditioning Division) in Baroda

Accountabilities as Area Manager (Head of Sales, PAD, Gujarat Region):

- ➔ Meeting Clients, Consultant, Civil contractors, Govt Agencies to map the market in Gujarat.
- ➔ Monitoring the market and thereby quoting and achieving sales for projects division in Gujarat Region.
- ➔ Coordinating with Factory, construction team to meet the deadlines during the construction stage as well.
- ➔ Keeping receivables under control.
- ➔ To ensure that all guidelines laid down by the organization are adhered to - by the entire team.
- ➔ Efficiently & effectively developed and managed the Dealers, Interior Designers, Architects and Consultants.
- ➔ Interacted for designing and close coordinating during execution with the Architects and Consultants.
- ➔ Efficaciously developed and retained large institutional / corporate clients.
- ➔ Key products handled: PCPA, Packaged units, Ductable Units and VRF System.
- ➔ Secured the billing growth of 15% over last year.
- ➔ Significantly involved in identifying and appointing new dealers for various territories.
- ➔ Dexterously booked orders worth Rs. 7 Crores.
- ➔ Actively worked with Major Architects & Consultants.

Accountabilities as Asst. Manager Sales (Head of Sales, PAD, MP,CG, Nagpur Region):

- ➔ Oversee the operations of the entire territory of Madhya Pradesh, Chhattisgarh & Nagpur .
- ➔ Coordinated with Sales Team along with the Projects Team, Planning Team and the Authorized Dealers to achieve the sales target for MP , CG & Nagpur.
- ➔ Supervised all dealers and accordingly kept them motivated to efficiently perform at the market place.
- ➔ Mentored the sales team to be more planned and systematic in their approach towards the dealers and in the market place.
- ➔ Ensured the receivables under control and accordingly coordinated with factory for all timely projections to enable them for better production planning and meet the delivery requirements in an effective manner.
- ➔ Active role in overseeing the dispatches, installation, commissioning and after-sales service.
- ➔ Distinctively developed and retained Large Institutional / Corporate Clients.

Attainments:

- ➔ Dexterously achieved billing with a growth 56% in 10-11 & 27% in 11-12 at Gujarat.
- ➔ Efficiently & effectively handled corporate clients Reliance, Raymond, HDFC, ICICI, Big Bazaar (Pantaloon Group), CCD, etc.
- ➔ Efficaciously generated rs. 25 Corers of sales in 11-12 & 22 Corers till Oct 12 .
- ➔ Contribution Rs. 3.5 Corers of revenue to the organisation.
- ➔ Increased the BSL market share by 28% to 31% last year.
- ➔ Key accounts handled: JSPL, IGL, Essar , Tata power , Tata Motor, Kiran Gems, Amul, etc.
- ➔ Key accounts tapped: JSPL, IGL, ESSAR, Tata Power, siemens, GSFC, Amul, BORL, etc.

October'2000 – FEB'2004: Magnum Air Techniques Vashi, Navi Mumbai as Sales Engineer

Products: Window, split, Ductable Air-conditioner

Notables

- ➔ Accounted for the operations of entire territory of New Mumbai.

SCHOLASTICS

➔ **Bachelor of Engineering (Mechanical)** from R. I.T., Raipur, Pt. Ravi Shankar Shukla University in 2000.

IT SKILLS

Package	MS Office (Word, Excel, PowerPoint, Access, Outlook Express)
Operating System	MS Dos, Windows

PERSONAL DOSSIER

Date of Birth:	30th August, 1977
Marital status	Married
Permanent Address:	268, Rampayali, Dist. Balaghat – 481335 Madhya Pradesh, India
Present Address:	217, Dunes, Dubai Silicon Oasis, Dubai, UAE.
Language Proficiency:	Hindi and English
Passport No:	K 1998074
Dubai Driving Licence No.:	3832397