

**SHASHANK SAMAIYA**  
**Strategic Sales & Marketing | Business**  
**Development | Business Planning**  
**Location Preference: Gulf Countries (GCC)/Middle East**



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**Driving License: U.A.E & Qatar**

## Profile Summary

- High-performing, results-focused Sales Head with a dynamic career of over 15 years in sales & marketing leadership and a strong background in Distribution, Commercial, Key Account, Client relationship and Team Management
- Consistently grown across the hierarchy, successfully delivered at executive to senior positions through high-stake decisions using experience-backed judgment, work-ethic and irreproachable integrity
- Comprehensive experience and year-on-year success in achieving revenue and business growth objectives for leading organizations by establishing relationships with key decision-makers in target organizations.
- Team-based management style coupled with the successful track record in directing individual team member towards goal achievement using teamwork / collaboration, motivation and team development skills.
- Led business planning & performance management of channel partners / dealers / distributors including development & execution of joint sales plans, local area marketing, Staff product training.
- Supervised project sales involving feasibility studies, enquiry generation, techno-commercial discussions, order execution, collection of receivables and coordination with Architects, Interior Decorators, Builders & PMCs
- In Qatar, Bagged major prestigious projects like Qatar Rail (Green, gold & Red line), Doha Land, New Doha Port (Package 26, 12,13,57, 67) New Doha International Airport and US Base, Sidra Hospital within 6 years
- Successfully increased project sales by 30- 40% annually

## Core Competencies

Sales & Marketing
New Business Development
Business Expansion
Market Intelligence
Techno-commercial Operations
Go-to-market Strategies
Competitor Analysis
Key Account Management
Team Building & Management

## Education

- Master in Business Administration (Marketing)
- Bachelor of Law
- Bachelor of Commerce

## IT Skills

- Outlook & Microsoft Office Software

## Soft Skills

Result-oriented	Innovator
Team Leader	Motivator
Communicator	Self –starter

## Career Timeline



## Professional Experience

**Organization** : Navair International  
**Duration** : Since Jul'2019  
**Designation** : Sr. Manager- International (Middle East)  
**Job Location** : India

### Company Profile:

**NAVAIR International, established in 1982** is the foremost company in India in the field of passive fire protection. Successfully Executed More than **10,000 Projects**. Capacity of manufacturing **120,000 fire rated** doors (metal, Glazed, blast proof, bulletproof & wooden fire rated door) per year in **two factories**.

### Key Result Areas:

- Identifying, develop and establishing relationships with existing and new distributors in middle east and India sub continents countries (UAE, Qatar, Oman, Kuwait, Nepal, Bangladesh and Srilanka) ; maintaining existing bonds to achieve business objective.
- Prospect market opportunities for the company
- Maintaining relationships with clients by regular visits & travelling to visit potential clients/ distributors.
- Planning and preparing sales activities including Presentations, International marketing, new product Launches, value propositions.
- Evaluating financially strong & reliable channel partners, managing market mapping & appointment of new Distributors, negotiating distribution agreement. Representing the company at various trade show; reporting directly to owner of company.
- Create proposal to enquires, review quotations, followed-up of quotations & orders.
- Maintain a proper follow-up workflow for the offers and analyze the feedback from the distributors.
- Supervise all running projects in regards to technical clarifications, contractual matters, financial controlling, delivery and variation claim.
- Liaise with clients on technical and commercial clarifications.
- Analyzing latest market trends and customer insights to innovate
- Listen and understand to the needs of the market and feed insights back to innovations/R&D to drive new products/solutions to fulfill the respective country Civil Defense/ government authority requirement.

## Previous Organization

### Work Experience

**Organization** : Vijay Arabia Fire & Security W.L.L  
**Duration** : Jul'2013 – May'2019  
**Designation** : Assistant Sales Manager - Fire Protection (Active & Passive)  
**Job Location** : Doha – QATAR

### Company Profile:

Vijay Arabia Fire & Security Systems WLL (VASS) is one of the fastest growing integrated Fire & Security Specialist Company. Established in Qatar in 2007, VASS specializes in turnkey industrial and commercial projects. From conceptualizing, design, supply, installation, testing, commissioning & maintenance – complete array of solution is offered to the customers through a professional team of over 600 personnel.

VASS is a Joint venture between 2 of the largest groups -- **Al Jaber Group of Qatar and Vijay Group of India**.

### Key Result Areas:

- Reporting to General Manager, preparing monthly MIS report & forecast, developing the annual sales & marketing budgets for the division.

- Managing the entire sales process and directing sales activities related to trading & contracting for firefighting, SPP pumps and fire stopping businesses.
- Leading the sales and estimation team, review quotations, negotiating the commercial subcontracts and payment terms in line with the company policy.
- Creating new relationships and clientele base by delivering presentations; maintaining relationship with major high value/premium M.E.P Contractors, Main Contractors, Consultants, Project Management Consultants of Commercial & Industrial projects.
- Attaining approval from government authorities namely Kahramaa, QP, New Port Project, Al Udeid Base, Msheireb Properties, Qatar Foundation and Rail.
- Conducting competitor analysis for keeping self-updated with market trends through presentations, seminars, and exhibitions like Qatar civil defence exhibition.
- Strategizing business and sales plans by keeping awareness of competitor product/service information for the market that ensures attainment of company sales goals and profitability
- Administering, communicating and complying with all company policies and procedures; analyzing sales data to prepare sales projections and market forecasts.

#### **Highlights:**

- Bagged major prestigious projects like Qatar Rail (Green, gold & Red line), Doha Land, New Doha Port (Package 26, 12,13,57, 67) New Doha International Airport and US Base, Sidra Hospital within 6 years
- Successfully increased project sales by 30- 40% annually

**Organization : A.K.T Contractor**  
**Duration : June 2010- July 2013**  
**Designation : Manager –Project Sales**  
**Job Location : M.P., India**

#### **Company Profile:**

A.K.T. Contractor is Main contractor to the HPCL for retail outlet and has been engaged in the construction of retail outlets & have been instrumental in the development & execution of world class retail outlets for the oil companies.

#### **Key Result Areas:**

- Manage sales and project executed activities; managed Bidding of tenders, quotations and negotiation with client; checked sourcing of materials & machinery and managed general office administrative & financial operations
- Analyzed workflow and assignments to ensure efficient and cost effective operations by liaising with Client, Suppliers, and Sub contractors.

**Organization : New Trade Links Fire Protection**  
**Duration : Jan'2007 – Apr'2010**  
**Designation : Representative –Project Sales, UAE**  
**Job Location : United Arab Emirates**

#### **Company Profile:**

An ISO certified , Trading company in the Middle East having extensive experience in Passive Fire Protection Products, Fire proofing paint (Intumescent), passive fire stop products, Insulation, Adhesives & acoustic Sealants and leading material supplier of worldwide brand like Bostik, MOV, FTI, Brakel, Stobich Phoenix and Abesco to construction and oil & gas industry.

#### **Key Result Areas**

- Receive, maintain and respond to all new account and provided sales pitch proposals.
- Developed and tracked the sales pipeline with applicators.
- Established and achieved quarterly and yearly sales targets with top line profitability.
- Identify and develop new and repeat sales opportunities for territories of Dubai & Abu Dhabi.
- Developed clientele base for fire proofing paint (Intumescent) and fire stopping material by providing presentations to the Architects, Contactor, Consultant and Applicator for product promotion.
- Specify Product in PVL list by presentation to the design consultant at the initial stage when project is announced in the market.

**Highlights:**

- Initiated the largest volume of business by selling products on Mirdiff City Center and Dubai Airport terminal 3 in UAE
- Expanded territory from AED 1.5 million to 7 million in sales within three years

**Organization** : Standard Chartered Bank, Dubai, UAE.

**Duration** : Jan 2006- Nov 2006

**Designation** : Sales officer

**Job Location** : United Arab Emirates

**Key Result Areas**

- Selling Consumer Retail Banking products (Credit Cards and Personal Loans)

**May'2002- Nov'2005 with Creeze Creation ( Manufacture of Garments for Men and kids), India as Supervisor- Sales & Distribution**

**Personal Details**

Date of Birth: 5th November 1981

Sex: Male

Languages Known: English & Hindi

Address: Indore

Nationality: Indian

Marital Status: Married