



A.P.ABOOBACKER

SALES AND MARKETING

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Summary

25 years of collective experience in sales, marketing and after sale services of Engineering equipments such as pumps, motors, diesel engines and water treatment plants through trading and projects.

Experiences

GENERAL MANAGER 2010 FEB to present (12 YEARS)

Equipment Division M.T Khoory and Sons Dubai, United Arab Emirates.

Equipment Division is a team of 30 members engaged in sales, marketing, service, Purchase, inventory, stores and general administration. Managing the Operations across UAE through head office in Dubai and branches in Sharjah, Ras Al Khaimah, Abu Dhabi and Al Ain.

Major Brands Represented: Caprari, Varisco, Hydro pompe, Mouli, Electro Adda, Coverco, VM Motori and MWM.

Key Responsibilities:

- Sales management, marketing, Business development, Customer relationship management.
- Annual Sales Budget preparation, Monthly/Quarterly sales meeting and performance evaluation.
- Inventory management/ stock control.
- Debtors follow up and collection.
- Staff training (Commercial and Technical).
- Procurement –Local/Import. Co-ordination with central logistics/ supply chain.
- After sales service.
- Contracts review-Purchase order/annual maintenance contracts and supplier agency agreements.
- Customer credit approval.
- Introduce new products.
- Formulate terms and conditions of sale.
- Customer visit to key account holders.
- Quality control-value added product and Performance testing.
- ISO implementation, internal auditing and yearly renewals.
- Follow up with HRD for staff recruitment, appraisal, and distribution of bonus/incentives.
- Maintain vehicle fleet and transportation management.
- Market survey, competitor information analysis and report to management/principals.

Key achievements:

- Introduced new products that are in-line with market requirement and management vision.
- Improved the margin above the market standard for similar industry.
- Brand-Prequalification with Adnoc.
- Attended the product training in Caprari Pumps –Italy, Armstrong Pumps-UK and PG Pumps-France.
- Reduced the stock to 1/3rd without compromising the turn over and profitability.
- Established highly talented service department that need for engineering equipment business.
- Introduced ISO 9001:2008.
- Completed high rise pumping project for Jebel Jais mountain RAK, distribution pumps project for DEWA, Water supply project for Dubai Safari Project, various pumping projects for Barari Forest Management-

Al Ain.

- Job file system introduced.

Sales Engineer/ Product Manager (8 Years)

Pumps Division Danway LLC Dubai, United Arab Emirates.

2002-2003: Dubai

2004-2009: Abu Dhabi

Danway LLC is a Dubai based electro mechanical company engaged in contracting, trading and value addition. Pumps division is actively operating in Building sector for HVAC, Plumbing and sewage pumps and provide complete solution in pressure boosting, chilled water pumps, Pressurisation units, water transfer sets, storm water and sewage pumps. Manufacture/assemble water treatment units (RO) for the customer supplied designs.

Major Brands Represented: Armstrong, Grundfos and Flowserve.

Key Responsibilities:

- Attend customer calls/ enquiries.
- New enquiry generation.
- Pump selection, Preparing techno-commercial offers, Preparation and submission of submittals, reply to consultant comments, attend meetings, price negotiation and follow up till receive technically and commercially approved purchase order.
- Prepare work orders to pump assembly shop and follow up.
- Prepare local/ overseas purchase orders and their processing and follow ups.
- Co-ordinate with service department for commissioning and after sale service.

Key customers: MEP Contractors, traders, Municipalities and Adnoc to name a few.

Sales Engineer 1996-2001 (5 years)

Equipment Division -M.T Khoory and Sons Dubai, United Arab Emirates.

Key responsibilities:

- Participation of government tenders for the supply of pumps and other electro mechanical equipments.
- Arrange bank guarantees.
- Attend technical queries and meetings with Govt. Departments.
- Prepare work order to assembly shop and follow up.
- Prepare local/ overseas purchase order.
- Attend service calls-co-ordinate with service department and close out issues within time frame.

Shift Supervisor 1992-1995 (4years)

Century Plastics Kerala, India.

Century Plastics is involved Production of house hold items such as (Buckets, Water jugs, Office trays, Fruit bowl, Waste basket, etc..). They use Windsor injection moulding machines –semi automatic of various capacities like 120Ton, 150Ton and 250Ton etc. Factory has 70 staff almost and operate round the clock in three shifts and process almost 2Ton plastics every day.

Key responsibilities:

- Moulding fitting/changing on machine.
- Temperature settings.
- Colour mixing of granules.
- Organise production.
- Receiving service orders and dispatch the goods to agents.
- Delivery order process.

Apprenticeship Trainee 1991-1992 (1 year)
Steel Complex Ltd. Kerala, India.

Steel Complex is a public limited company having 650 employees engaged in production of steel from heavy mild steel scraps. The product is used in construction industries.

Key responsibilities:

- Training on Electric Arc Furnace Make-General Electric Corporation for melting.
- Temperature settings.
- Quality control of Carbon, Sulphur, manganese, silicon etc... .

Education

Bachelor of Technology- Btech, Mechanical Engineering (1987-1991)

University of Calicut.

Languages

English.

Hindi.

Malayalam.

Arabic (Read/Write).