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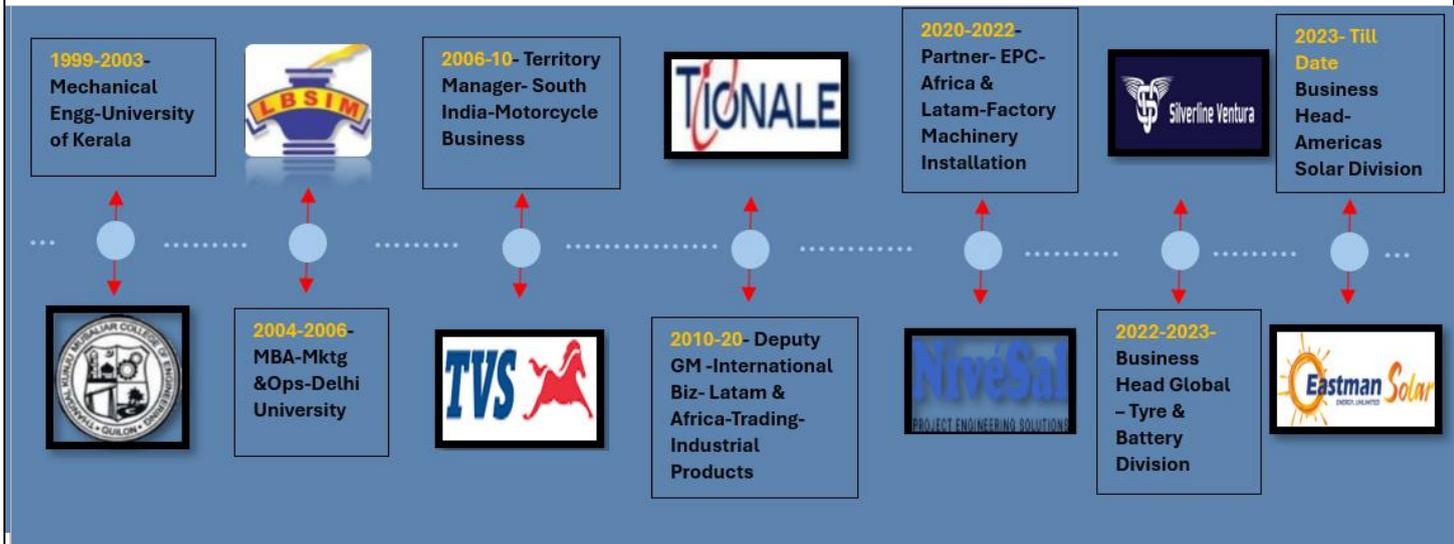
# MUNESH SHYAM

**Profit Center - International Business-18 years-United Arab Emirates**  
 PRODUCT TRADING (SOLAR ENERGY,STEEL,AUTO,F&B,LIFESTYLE PRODUCTS,TEXTILE)~STRATEGIC SALES PLANNING ~PROFIT CENTRE OPERATIONS ~ KEY ACCOUNT MANAGEMENT~TEAM MANAGEMENT~ INTERNATIONAL BUSINESS -B2B- TURNKEY ENGINEERING PROJECT.

*"A highly knowledgeable professional, with proven track record of developing marketing & branding strategies focused on achieving breakthrough sales through business development, key account management & team management through business relationship & coaching.*



## TIMELINE



## Core Competencies

Sales & Marketing  
 Revenue & Pipeline Growth

International Business  
 Profitability Management

Project /Product  
 Management/Promotion

Budgeting/Cost Optimization  
 New Business Development

Training & Development.  
 Team Building & Leadership.  
 Excellent interpersonal skills.

Key Account Management.  
 Results and target orientated  
 Ability to build good rapport.

Good time management skills.  
 Good presentation skills.

Experienced in working in Senior  
 Management

Good influencing skills.  
 Sound decision making skills  
 Self-confident and tenacious

Ability to work in a dynamic  
 environment.  
 Work while travelling

**Language Skills:** Spanish, English, Hindi Malayalam, Tamil. French that needs to be brushed up.



## Soft Skills





## Executive Profile ---*Offering over 18 years of experience.*

- ❖ **Sales & Marketing Professional** with enriched knowledge of formulating policies for achieving top bottom-line profitability by spearheading sales & marketing operations, increasing sales growth, and driving initiatives.
- ❖ **Recognized for proficiency in identifying prospective clients, generating new business** from the existing clientele in line with business targets; mapping client's requirements & providing best products to suit their requirements; visited the African/Latam markets monthly (15 days) for the **Tire & Battery DIVISION, Textile, Food, Steel & Lifestyle products business.**
- ❖ **Experienced in starting up businesses from scratch and managing the entire business cycle from Product development to sales & marketing to post sales activity.**
- ❖ **Handled multiple Industries- Solar Energy, Building Materials, Automotive, Textile, Food and Lifestyle products.**

❖ **Achieved market penetration and global product expansion** through strategic business planning which resulted in **increase in revenue by more than 350% USD in Tionale Pte. Ltd., Singapore.**

❖ **Identifying new opportunities Textile trading- Paved the way for creating NON WOVEN FIBER business in Latin America by direct sales in Mexico, Argentina, Bolivia, Peru and indirectly through sales team in Colombia and Chile and Central American countries.**

- ❖ **Expertise in implementing new initiatives, managing operations** through new prestigious clients, creating strategic marketing plans and budgets, developing product campaigns, conducting market research studies, reviewing marketing plans & organizing various launches.
- ❖ **Fusing entrepreneurial drive & vision to identify organizational strengths/ weaknesses** to redirect missions, create new markets & harvest untapped business opportunities.
- ❖ **Directed cross-functional & multi-cultural teams using motivational leadership**, customer & business oriented, with a focus on results & emphasis on exceeding performance standards.

### ❖ **Professional Experience**

#### **Dec 2023- Till Date- Business Head- Solar Energy-AMERICAS. -EASTMAN SOLAR, DUBAI.**

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

- ❖ Building the entire business for the Eastman Solar in Americas.
- ❖ Leading the different verticals of the AMERICAS division for product development, sourcing, business strategy, pricing, business development & sales, marketing, warehousing for stock and sell mode & eventually responsible for Profit and Loss for the division
- ❖ Reporting team of 8 members in the various verticals. FY2024-Activating business in Latin America with a target of 3 MILLION USD in 8 months. FY2025 target planning for 10 MILLION USD/-
- ❖ Products Handled- Solar Battery & Traction Battery, Solar Inverters & Solar Panels
- ❖ Year 2024- Market Initiation in Mexico, Guatemala, Honduras, Nicaragua, Costa Rica, Panama, Colombia, Venezuela, Argentina, Dominican Republic & Peru. Travelled all the above countries over a period of 90 days for setting the first set of distributors.
- ❖ Year 2025- The plan is to enter US Market once setting up the Latam & Caribbean Markets.

#### **Jul 2022- Nov 2023- Business Head- Tyre and Battery Vertical. -SILVERLINE VENTURA DUBAI.**

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

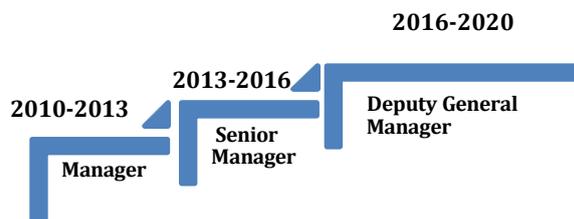
- ❖ P&L
- ❖ Involved in sourcing, logistics, selling and strategy planning for the division.
- ❖ Activated in the first 2 months 4 different brands in 5 countries.
- ❖ Paving the way to become Platinum Distributor for CEAT TYRES INDIA, Breakthrough for MRF TYRES in a country they were struggling.
- ❖ Branded business of MICHELIN activated and started a new line for the group
- ❖ . Battery business activated by identifying the right partner in INDONESIA.
- ❖ Sourcing of tyres and battery with INDIA, CHINA, INDONESIA, EUROPE, MEXICO.
- ❖ Profit @12% and with 9% Nett at the end of 11<sup>th</sup> month of the business. considering that the company is new in the field of tyre business and the company itself is a start-up which started in 2022, FEB

**Mar'20- Jul 2022- Partner-Nivesal Pte Ltd, Singapore (START-UP)- Business Partner-Turnkey Project Management-Africa & Latam -. NIVESAL FZE, SHARJAH**

**Key Result Areas:**

- ❖ Project detailing. Costing and Feasibility Study conducted with more than 30 clients in the above regions.
- ❖ Successfully initiated launches into Ethiopia, Mexico, Uganda, Bolivia, and Peruvian Markets.
- ❖ Projects handled- SPC Flooring, Color coating lines, CGL, Pasta Making, Tomato Paste manufacturing. Various Roll forming lines, Pipe making Line, Wire drawing Lines.
- ❖ Establishing connect and enrolling ourselves with MINISTRY OF INDUSTRIES of African countries to be their authorized consultant for the SME Entrepreneurs and Startups.
- ❖ EPC- Connecting with major EPCs- Focused on Cement Fertilizer industry.

**Mar'10-Mar'20 with Tionale Pte. Ltd., Singapore as Deputy General Manager-Exports (Africa, Mexico & Latin American Countries)- Based in UAE OFFICE- 26 MILLION USD T.O from the average of 13 MILLION USD.**



**Key Result Areas:**

- ❖ Supervising sales and marketing manpower as well as the hiring and training of personnel; tracking performance of company's sales unit (staff, account, and team)
- ❖ Designing successful sales techniques/strategies/tactics using customer and market feedback  
Analyzing the client list for growth opportunities; supervising new sales prospects
- ❖ Developing and deploying quarterly and annual plans, programs and policies for company Sales Managers; backing all cross-company sales objectives such as budgets preparation, forecasting of sales targets, and so on
- ❖ Maximizing business goals and revenue by advancing channels, implementing distribution and pricing strategies, identifying key adjacent markets, and using emerging channels
- ❖ Increasing business by formulating most favorable organizational structure and motivating entire team to optimize 'best-in-class' product development and delivery.
- ❖ Ensuring alignment of business plans with marketing and sales strategies by concentrating on business management, planning, and data analysis
- ❖ Refining core product attributes: ensuring positioning and sales strategies align with annual business development plans and marketing analytics.
- ❖ Conceptualizing & implementing go-to-market strategy for new product offering for entry into new markets and enhancing product and service offerings
- ❖ Generating client accounts through relationship building, thereby achieving sales target, while enhancing profit revenue
- ❖ Gathering market and customer information and providing feedback on buying trends
- ❖ Planning & building strategies for achieving reduction in the product cost and tight OPEX control, franchise development and channelizing sales target.
- ❖ Conducting statistical analysis to determine potential growth, designing sales performance goals and monitoring performance on a regular basis.

## Highlights @ TIONALE PTE LTD:

### Building Materials Business

Cold Rolled Black business in Sudan in which one account itself did business close to 4 million USD.  
Made Sudan the core Building Materials market for the company with annual turnover of 15 million USD.  
Achieved highest ever sales in the market of Bolivia in company's history clocking 6000mt in a market potential of 26000mt.  
First ever GI sales to Mexico in company's 35 year history.  
Used the Lock in strategy by keying in certain customers in Latin American market with JSW Steel Business.  
Credited for identifying exclusive distributors for Mexico, Bolivia, Peru, UAE, Sudan, DR Congo, Egypt Ethiopia, Rwanda, Kenya, Mozambique, Tanzania & Somaliland.  
Impacted organization profitability through effective strategic and tactical management decisions and new business development.

### Tyre Business-13 YEARS OF EXPERIENCE

2.5 million USD T.O for a start up company with 12% profit gross and 9% nett.  
Experienced in selling and leading a team for tyre business in UAE, Africa and Latin America.  
First ever business for the group for MEXICO TYRE business. Initiated the brand registration with govt body IMPI, NOM certification for the tyres.  
7.50-17 -Potential identified, convinced the factory to produce the tire and established the Distributor in 2 weeks time for the Mexican market. Potential of the market is 1 million pieces a year.  
Made Sudan the core tyre market for the company with annual turnover of 5 Million USD. Entering in to 400-8, LT, TBR, OTR and Agri segment covering the entire range.  
First ever branded 27 R 49 OTR MINING SEGMENT business for the company initiated in Mexico.  
Played a key role in developing business of over one-million-dollar business in the first year of the company in Djibouti Market (this market was not penetrated well previously)  
Steered business operations for the profit center with a view to realize pre-planned sales and revenue targets; formulated profit center budget for operational / business development activities  
Identified the gap in sourcing for branded tires for Japan/Australia market and enabled the cross sales from Mexico to this region.  
Developed strategic partnership with General Motors, Egypt which boosted the product revenues from USD 300,000 to USD 3 million within a year in 2013 for a Single account.  
Leading a team for the Latin American business amounting to 11 million USD revenue.

### Textile Business

Identified - Non-Woven Polyester Fiber as a core product which has the potential to be scaled up to 30 million USD @8%-9% GP and convinced the management for focusing it as a product for the whole group by setting up the example of MEXICAN biz. Finally the company has taken up Non Woven fiber for other big markets of USA , Brazil.  
Yarn business-Kick started the business in Ethiopia.  
Leading a team for the Latin American business amounting to 26 million USD revenue.

### Food Business (Palm olein, Sugar and Rice )

Opened the business for FOOD in East Africa for the company which was nonexistent for the group until 2012. Additional 3 million USD achieved through this.  
For the first time ever Djibouti market did more than 1 million USD T.O in the food business

### Expo Work to brand the Company and Lead Generation activities

Organizing Tionale's participation in International fairs in SEMA (Las Vegas), USA, Expo Textil Peru, Expo Cihac, Expo Mueble International Mexico & Tires Expo Panama and creating new markets and new customers within the existing markets.

## May'06 – Mar'10- TVS Motor Company, Coimbatore, Tamil Nadu as Territory Manager (Assistant Manager, Sales)

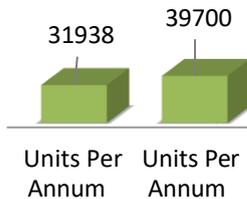
### Highlights:

- ❖ Bagged following awards outstanding performance:
- ❖ **Second Best Performer Award for total two wheeler volumes** in South India at a Marketing Conference at Bangalore in May 2008
- ❖ **Best Trainer Award in Train the Trainer Programme** in 2007 with a training record of 1616 man-hours
- ❖ **Star Executive for the Year 2006' 07** Award in the annual conference held in Goa in May 2007
- ❖ Received award for improving scooty sales in Coimbatore region-"Scooty the Real Booty" through QC Presentation by participating in Total Employee Involvement activities
- ❖ Played a key role in increasing sales from:
- ❖ 31938 units/annum to 34538 units/annum with 8 dealers @ 8% growth rates
- ❖ 39700 units/annum million to 43433 units/annum with 11 dealers @ 9 % growth
- ❖ Contributed in attaining 20% growth in Scooterette Segment and also streamlined the focus area of dealerships for the first year and recorded a growth at 32% in the second year
- ❖ Initiated new concepts of selling for Scooterette segment by focusing on outside sales via. Beauty Parlors and Ladies Tailoring Shops and others
- ❖ Played a key role in improving dealership sales process and managing sales related activities and received

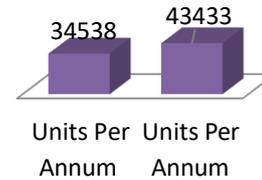
appreciation for the same at the at Zonal Conference in Hyderabad-2009-10 on the topic- "DMS Before & After"-

- ❖ Acknowledged by the management for selecting the presentation on Improving the Dealership Revenue through the Software Dealer Management System and the same was presented in the Annual TVS Dealer Meet and was sent to QC Panel of TVS Motor at Hosur
- ❖

**INCREASE IN SALES WITH 8 DEALERS**



**Increase in Sales with 11 Dealers**



## Education

- ❖ **M.B. A in Marketing and Operations** from Lal Bahadur Institute of Management, New Delhi in 2006 with 65.5%
- ❖ **B.Tech. in Mechanical Engineering** from T.K.M College of Engineering, University of Kerala in 2003 with 69.6%
- ❖ 12<sup>th</sup> from St. Josephs College, Devagiri, Calicut in 1998 with 82.4%
- ❖ 10<sup>th</sup> from Silver Hills High School, Calicut, Kerala in 1996 with 90% (Secured position among top 10 students for obtaining above 90% marks in the Board Exams)

## Certification

- ❖ Certified as a Trainer for Basic Dealership Salesperson in 2008
- ❖ Attended "Train the Trainer" Programme for training dealer sales team.

## Academic Project

- ❖ Title: Fabrication and Design of Torque Flow Pumps
- ❖ Duration: 2 months
- ❖ Organization: Process Pumps Pvt. Ltd., Bangalore

## Trainings

- ❖ Attended training:
- ❖ At TVS Motor Company, New Delhi as Summer Intern-followed by which I was taken into the company as Territory Manager.
- ❖ Underwent **Train the Trainer Programme** for developing Training Skills.
- ❖ On Planning, Executing and Monitoring the Business Objective-**Mercuri International-2013**
- ❖ **Gallup Training-2018 - Don Clifton Strengths** Identification which identifies me as a **Developer, Relator, Arranger, Significance and Analytical** which is a ideal combination for team managerial roles

## Extracurricular Activities

- ❖ Represented final year engineering batch at T.K.M.C.E:
- ❖ Secretary, Literary Association at School
- ❖ Team Member of 'Bangalore Outreach' team which conducted placement related activities for the MBA Institute
- ❖ Played as Captain of the school Football Team and member of college Football Team
- ❖ Bagged certificates in various sports and literary events
- ❖ Received Best Essayist Award in English Essay Competition
- ❖ Emerged as Best Actor Receiving in High School Category Drama Competition

## Social Engagement

- ❖ Acted as head of Blood Donation Wing of National Service Scheme of T.K.M.C.E Unit
- ❖ Volunteered the activities of an NGO named Arm of Joy

## Personal Details

- ❖ Marital Status: Married || Driving License: Indian Driving License || Nationality: Indian || Visa Details: On Company Visa. No. Of Dependents: 4|| Address: Al SAUD TOWERS, Flat No.-1210, Tower-A, Opposite Hotel Rotana, Mujarrah, Sharjah, U.A.E

