

CURRICULAM VITAE

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A Professionally Qualified Engineer + MBA in Marketing Management, having over 32 years of hardcore experienced Senior Professional, Specialized in Industrial Sales & Marketing, Business Development (B2B & B2C), Equipment Rental, Turnkey Project Management & Services in Middle East & Africa, India Region.

1. AREAS OF EXPERTISE

- Hybrid Sales & Marketing Specialist
- Business Development - B2B & B2C
- Techno – Commercial Person
- Project Management Skills
- Digital Sales & Marketing for Industrial, Professional & Commercial Products
- Products Training
- Controlling Budgets
- P & L Management
- Market Research
- Supply Chain Management
- Budget Forecasting & Finance

2. CORE COMPETENCY

- Strategic thinker capable of identifying, pursuing and implementing growth opportunities
- Excellent interpersonal skills
- Commercially astute with experience of quoting and winning complex tenders and key accounts
- Customer & Client Focus
- Problem Solving / Analysis
- Results Driven
- Techno – Commercial Person
- Excellent communication and organizational ability
- Enthusiastic, proactive and flexible approach to work driven
- Self-starter who can work on own initiative
- Active Team Leader
- Motivation & Integrity

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3. Personal Profile

MBA in Marketing Management + Engineering background having over 32 years of hardcore experience in Industrial Sales / Marketing, Business Development (B2B & B2C), Equipment Rental, Project Management, Market Research and Supply Chain Management in Middle East & Africa and Indian Sub – Continent.

A capable, results oriented Senior Professional with experience of leading high performance teams and of successfully increasing efficiency and productivity whilst reducing costs and inefficiencies. Possessing excellent client facing and configuration skills and highly successful in helping define company direction, achieving goals and optimizing business.

Results driven professional with a solid career track record for successfully propelling industry through high-growth cycles. Delivering high revenue and profit gains within highly competitive regional markets.

4. Synopsis of Professional Experience

a) T T FZE. Sharjah (01/2020

Position – Senior Business Development Manager – Middle East, Africa & India

TT FZE. Specialized in High Pressure / Ultra High Pressure Pump / Hydro Test Pump & Oilfield Skids assembly in business partnership with German MNC. We do assemble the pump depends customer requirements. Apart from the **Sales**, we do have **rental** fleets to cover the Oil & Gas Industries, Marine, Offshore, Power and Construction Industries in the region. Apart from this, we do take-up **turnkey projects** by utilizing our equipment and manpower resources. I am taking care of entire **Sales & Marketing, Business Development & Project Management activities in the region.**

b) CRESCENT ENGINEERING FZE. – DUBAI (05 / 2018 – 12 / 2019)

Position: General Manager – MEA Region

Taking care of entire Operations & Business Development in UAE & GCC Countries. Company specialized in wide spectrum of Industrial Product Sales & **Services** such as

- Hydro Jetting & Hydro Blasting Services
- Tank Cleaning

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- Pump & Other Equipments Rental
- Pressure & Leak Testing
- Chemical Cleaning & Degreasing
- Heat Exchangers, Boilers, Condenser Tube Cleaning
- Bundle Pullers, Inside & Outside Bundle Cleaners
- Concrete Cutting & Hydro Demolition
- Chemical Injection Pumps
- Rig & Offshore Platform Refurbishment
- Pipeline Flushing, Pre – Commissioning Services

Specialized in Oil Refinery, Plant Shutdown Jobs & Turn around Services, Rig Refurbishment, Ship Maintenance & De- Coating, taking Care of entire Operations & Business Development activities in the MEA Region.

Product Portfolio: (Sales & Marketing)

- Welding Machines, Plasma Cutting Machines, Automated System, PPE Equipment & Consumables.
- Solar Products such as Lights, Panels, Street Lights, Car Parking systems
- Ice Blasting Systems for Industrial Cleaning Applications
- Automatic Tube Cleaning System for Chillers, Condensers, Boilers, Evaporators and Heat Exchangers

Key Responsibilities

- Take ownership for the budget and forecasting processes
- Lead the short and long-term growth of the business unit through targeted growth initiatives, and successful execution of the sales plan
- Develop strong professional relationships with customers, focusing on key customer organizations. Deliver best in class customer service and satisfaction
- Exceed customer expectations by driving sales and working closely with Tendering & key accounts.
- Continue to build, develop and motivate a high caliber sales team that is aligned to the business unit's strategic growth plan and delivers to the customer and the Management.
- Resolving contractual and commercial issues and disputes.
- Developing positive direct relationships with key business contacts.
- Scheduling workload to meet priorities and targets.
- Analyzing complex data and documentation.
- Responsible for achieving all performance related targets. Ensuring that best practice is followed in safety, legality and quality of service.
- Assisting company accountants in the formulation of forecasts and budgets.
- Maintaining excellent relationships with clients and suppliers.

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c) CONSTROMECH MIDDLE EAST FZCO. (08 / 2015 – 04 / 2018)

Position: “Regional Business Development Manager – MEA Region”

- Since August 2015, joined with a Multi-National Trading Company based in Jebel Ali Free Zone in Dubai as “Regional Business Development Manager - ME”, specialized in Evaporative Cooling System, Heavy Duty Industrial Vacuum (Mobile & Stationary), High Pressure Pump, Heavy Duty Industrial Steam Cleaner, Mobile Bus & Truck Wash System, Floor Care and Industrial Safety Products for wide spectrum of Industrial applications.
- **My Job profile includes**
- Responsible for the overall management of all strategic and operational marketing and customer relationship activities
- Provide Market feedback to the management regarding the competitive offers, prospect needs and generate product development ideas.
- Planning and coordinating the implementation of business plans and the penetration of new markets.
- Present a Budget for the Management approval
- Maintain and develop organizational culture, values and reputation in its markets and with all the staff members internally, customers, suppliers, business partners and regulatory and official bodies.
- Develop and lead the business development in sourcing, managing and implementing the new business opportunities
- To conduct Product demos & Training to the customers

d) ALFRED KARCHER MIDDLE EAST FZE. (08/ 2005- 07/ 2015)

Position – Head of Sales - Industrial & Professional Business Unit

- Worked with a German MNC **KARCHER FZE**. Based at **Jebel Ali Free Zone**, Dubai, UAE; as **Head of Sales – Industrial Business Unit** for entire GCC/ Middle East and African Countries.
- Specialized in Ultra High Pressure Pump used for Hydro Jetting and Hydro Blasting applications, Mud Pumps, Pressure Test Pumps, Oil Well Stimulation Pumps, Reverse Osmosis Plant, Waste Water Recycling System, Auto Car Wash system, Dry Ice Blasting System and Industrial Cleaning Systems.

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- My job profiles include developing the Sales / Marketing, Business development & Rental Development, Dealers/ Distributor Management, Project Management, Technical Support, Tender bids, Product Presentation & Live demonstration, Product Training & Demonstration throughout Middle East region.

e) Arabian German Pump Establishment (URACA Pumpenfabric GmbH, Germany) – (03/ 2002 – 07/ 2005)

Position - Business Development Manager

- Specialized in Turnkey Industrial Cleaning Services, Sales / Marketing, Rental of High Pressure / Ultra High Pressure Water Jetting pumps; Tank and vessel cleaning systems, Tube bundle / Pipeline cleaning systems used for rig refurbishment, oilfields, refineries, marine, and power and construction industries.

f). MOAMMAR GROUP– Kipp Umwelttechnik GmbH, Dubai / Germany

Position – Senior Sales / Project Engineer (02/ 2000 – 02/ 2002)

Taking care of marketing / sales activity specialized in **Dry Ice Blasting System**. Dry ice blasting system used for wide range of industrial cleaning services including oil & gas, refineries, offshore platform refurbishment, tube and pipeline cleaning, rehabilitation and inspection of pipelines, de-coating of Turbine blades, decoking of chimneys and furnaces.

g). M/s. Nakashy Controls & Project Services Limited, Madras India

Position - Marketing Manager, (01/ 1999- 01/ 2000)

One of the leading Turnkey project / EPC Company in Chennai, South India, in the fields of Electrical/ Instrumentation works. Responsibilities include overall project management, preparation and participation of tender, finalization of the Turn-key project contract, overall supervision of the project execution, planning, and procurement and sourcing of the material. Liaison with various agencies such as principal companies, consultants, sub-contractors & vendors.

h). CLASSIC MARKETING ASSOCIATES at Madras, INDIA

(02/ 1994 – 12/ 1998) – Position - Director

I have promoted my own marketing consultancy firm. We have concentrated Market Development, Market Research, Consultancy and Sourcing of wide range of industrial products. Marketed more than 250 different ranges of industrial products throughout South India.

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i) M/s.Amajin Engineers & Consultants, Chennai, INDIA
(Position - Marketing Manager (03/ 1992 – 01/ 1994)

We have done a complete market feasibility study for a project based on sugarcane leaf tops used as a cattle feed in Japan and implemented the same in Cuddalore SIPCOT Industrial Estate in Tamilnadu state, South India. Apart from the above, I have done lot of market research work, foreign representations, Consultancy and overall business development for the Group.

j). M/s. Reliance Silicones (India) Ltd, Chennai, INDIA
Position - Senior Sales Executive (07/ 1989 – 02/ 1992)

Company specialized in manufacturing and marketing of wide range of Silicone based specialty chemicals, which cater to almost all segments of industries. I was looking after the sales, business development throughout South India.

k) M/s. Computer Point, Chennai, INDIA
Position - Marketing Executive (June 1988 – June 1989),

Manufacturers of different types of Personal Computers throughout South India. Taking care of Sales of Personal Computers.

l) Educational Qualification: -

- Passed **M.B.A(Marketing Management)** with first class from Kerala University, Trivandrum, Kerala, INDIA in the year 1996.
- Passed **A.M.I.E.(Electronics & Tele -Communication Engineering)** with First class from Nehru College of Aeronautics, Coimbatore, Tamilnadu State, INDIA in the year of 1984-1988.

m) Language Skills

- English, Hindi, Urdu, Malayalam, Tamil, Telugu and little Arabic

n) Personal Information

- Date of birth - 13th January 1966
- Marital status - Married
- Religion - Hindu
- Passport No - R8280120
- Nationality - **INDIAN**
- Driving License - Holding a valid UAE driving license & International Driving License / Indian Driving License