

# Binoj Sebastian

Dubai, United Arab Emirates ■ +971 56 7950904

binojperayil@gmail.com

[https:// www.linkedin.com/in/binoj-sebastian-889bab73/](https://www.linkedin.com/in/binoj-sebastian-889bab73/)



---

## Divisional Manager

---

*Revenue & Profit Maximisation / New Business Development  
New Product Launches / Strategic Business Plans / Risk Mitigation & Assessment*

Accomplished and sales-focused professional with extensive experience managing sales and marketing operations as well as staff members with a focus on ensuring business growth and corporate objectives. Provided technical direction and oversee, review and direct the actions of the team member's assignments and projects. Demonstrated success in leading sales teams, making offers, liaising with key clients and building relationships, researching the market, and improving organisational performance. Ability to utilise dynamic organisational and communication skills to plan and direct demanding customer service operations. Adept at enhancing sales operations by accurately entering all sales activity into the sales CRM system, creating a high-level of customer service, multi-tasking on revenue generation, and driving resolution on critical issues.

### Areas of Expertise:

- Sales & Vendor Management
- Key Account Management
- Critical Thinking
- Staffing Initiatives & Recruiting
- Process Improvement
- Relationship Building
- Proactive Problem Solving
- Strategic Planning
- Sales Forecasting & Budgeting
- Market Research & Analysis

## Professional Experience

---

### Easa Saleh Al Gurg Group

#### **Divisional Manager** (2016 to Present)

*Al Gurg Building Services Co. Ltd. L.L.C, part of EASA SALEH AL GURG Group, manufactures and trades steel products like wire mesh, deformed bars, structural steel etc.*

*Hire, train, coach and mentor sales team to consistently exceed personal and departmental sales goals.*

Manage business operations to achieve company goals. Evaluate division performance and recommend new strategies for performance improvements. Develop and review quarterly business plans with account executives for strategic targeting and pull through of corporate initiatives for new sales growth toward meeting/exceeding forecast quotas. Address business inquiries from customers and team members. Identify resources, assign workloads and manage schedules to ensure timely deliveries. Ensure that team work in compliance with company policies and procedures. Develop and enforce best practices to ensure operational efficiency. Recommend cost-reduction initiatives while maintaining productivity and quality,

#### **Selected Contributions:**

- Set business sales targets and introduced new outlook for Al Gurg Building Services in the steel reinforcement sector. Increased 40% sales volume through restructure of business line.
- Provided standard quality and operational excellence as well as secured sustainable economic growth by preparing a varied product portfolio for highly diverse sectors.
- Strategic client engagement and Governance at the CXO Level.

...Continued...

## Easa Saleh Al Gurg Group

### **Sales Manager** (2008 to 2016)

*Accelerated organic growth with existing customers and developed new revenue streams by maximising distribution and positioning products in nearly every mainstream GCC markets.*

Ensured timely delivery of activities by managing daily basis activities of direct reports. Enhanced corporate growth by formulating short and long-term strategic plans, resulting in adding new accounts. Demonstrated an unwavering commitment to customer service, adding new customers while maintaining premium service levels with existing accounts. Analysed and modified compensation and benefits policies to establish competitive programs and ensure compliance with legal requirements. Reviewed operational records and reports to project sales and determine profitability.

#### **Selected Contributions:**

- Increased circa 80% annual business revenue & gross profits by increasing market share, performing variance and risk analysis, and leading a team of 5 members in sales department.
- Supported organisation in acquiring lucrative contracts and key projects new from major groups, resulting in driving overall organisation success.
- Developed and maintained strong professional relationships with customers by providing exceptional services.
- Create and implement strategies to achieve growth YoY.
- Efficiently managed team to drive efficiencies and create win-win situations while handling customer engagements.

## Nitta Gelatin India Limited (NGIL)

### **Engineer Marketing** (2004 to 2008)

*Trained best practices, procedures and sales strategies to marketing team, Applied technical knowledge to sales and marketing campaigns, Held instructional demonstrations, Researched competitor Products.*

Set short- and long-term sales strategies and evaluate effectiveness of current sales programs. Recommend product or service enhancements to improve customer satisfaction and sales potential. Determined annual unit and gross-profit plans by implementing marketing strategies. Established sales objectives by forecasting and developing annual sales quotas for regions and territories. Increased the sale of low performing items by using merchandising techniques that included product placement and visual.

#### **Selected Contributions:**

- Exceeded sales revenue by 50% within the first year through excellence performance.
- Devised aggressive marketing strategies to exploit the Northern region market and was highly successful in the venture.
- Branded NGIL products as the most trust worthy company among the end users in niche market.

**Worked in Automobile field (Suzuki Dealership) in India as Sales & Service Engineer from 2001 to 2004**

## Education and Credentials

### **Bachelor of Engineering (Mechanical)**

#### **Achievements**

Active team member for Al Gurg ISO 9001 up gradation  
Part of the successful NGIL team for USFDA approval  
Lead the project team for Nitta Japan for fruit fibre product