

# ABHEEK PRAMANIK

## Senior Sales & Marketing Management Professional

Dynamic Business Builder, possessing a long career record of 13 years in consistently delivering measurable sales results – employed strategic business development leadership to identify, win new business, and forge long-term relationships. Introduced and refined the sales and marketing methods to provide the organization with a competitive edge.

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### Critical Focus Remains On

- An impressive record of elevating business growth by planning, devising, and employing repeatable and never-fail sales techniques.
- Excelling in facilitating business growth and expanding market share by leading in-depth market research and competitor analysis. Skilled in viewing business strategically and adopting the company's vision of brand building to generate the highest-ever sales
- Honed skills in developing, implementing, and improving infrastructure, policies, procedures, and systems to support strategic objectives in achieving positive top and bottom-line results.
- Expert skills in implementing various projects requiring out-of-the-box thinking to match the conceptual vision while maintaining economic viability.
- Keep abreast with latest developments related to my field of work which aid in implementing strategic initiatives.

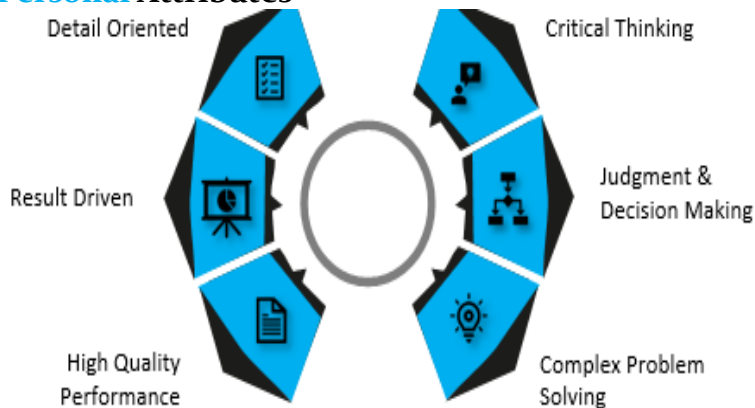
### Workshops & Seminars

- The GCC Infra – Lighting Concepts Summit.
- Training on Negotiation Skills.
- Training on Account Planning & Management.
- Training on Sales Management Strategies.
- Training on Value Selling.
- Workshop on ETAP Software.
- Seminar on Electrical Engineering.
- Seminar on LEED & Lighting Controls.
- Presentation on Green Buildings & LEED Rating System of USGBC.

### Technical Skills

- Value Engineering
- DIALUX
- MS Office

### Personal Attributes



### Work Experience

#### Dec '20 – Present with Art and Built Solutions LLC, Doha, Qatar, as Sales Manager

- **Strategic Planning:** Devising new strategic plans and policies to bring the visions to reality, including setting clear aims and objectives, and comprehending the upcoming expectations for business growth, both in the short and long run.
- **Sales Management:** Spearheading the end-to-end sales functions operational metrics and delivering regular insights to the business; defining and delivering techniques to improve the funnel performance for sales management.
- **Revenue Generation:** Creating and generating strategic opportunities to expand revenue organically and opportunistically. Consistently augment payments by extending the market share and capitalizing on revenue opportunities.
- **Marketing Management:** Strategizing and adopting marketing initiatives to extend the product reach within the markets, build a presence, and achieve a competitive edge.

### Niche

Strategic Planning

Business Evangelist

Evolution Catalyst

Expert Rapport Builder

Attention to Detail

### Core Competencies

Strategy Development

Sales Management

Techno - Commercial Negotiations

Channel & Product Management

Strategic Planning & Value Engineering

Continuous Improvement

Product Management

Design Optimization

P&L Accountability

Growth Strategies

Team Leadership

### Education Credentials

- **Master of Engineering Management** from Queensland University of Technology, Brisbane, Australia, 2011
- **Bachelor of Engineering (Hons) in Electrical & Electronics Engineering** from Birla Institute of Technology and Science (BITS), Pilani, Dubai Campus, 2005

- **Team Leadership:** Encouraging the team members towards productivity & inculcating a spirit that fosters business excellence.
- **Competition Awareness:** Keep continuously updated about competitors activities and business footprints.

**Key Achievements:**

- Successfully expanded company portfolio by adding wiring accessories and electrical components (conduits).
- Established a project pipeline close to QAR 30M (USD 8.2M).
- Refined and implemented the Go to Market strategy leveraging a deep understanding of the market key stakeholder, value chain and latest developments.
- Implemented major projects for Al Jaber Engineering, Al Jaber Trading and Contracting, Hassanesco, HBK Contracting Company, Interspace (A part of Gulf Contracting Company), Taykeef Electromechanical, Qatar Building Engineering Company (QBEC) & QD – SBG.
- Executed projects such as Katara Tower Hotel, Luxury Mixed-Use Development, Juma Mosque – Qetaifan Island and Shamal Services Complex.

**Aug '19 – Sep '20 with Al Tasnim Middle East LLC, Muscat, Oman, as HOD – Electrical & Lighting**

**Key Achievements:**

- Successfully acquired dealership deals from over 25 brands, including top-tier brands such as Signify (formerly known as Philips Lighting), Zumtobel Group, Fagerhult & Hoffmeister.
- Played a key role in implementing major projects for Royal Oman Police & Petroleum Development Oman (PDO).
- Pivotal in obtaining product approvals from the Ministry of Health (MOH), Petroleum Development Oman (PDO), Royal Oman Police and various private clients.
- Successfully implemented projects such as Police College, Private Luxury Villa at Qurm, Liwa Medical Center & Ras Al Hamra Housing Development.
- Established a project pipeline close to OMR 7.2M (USD 18.7M).

**Apr '18 – Jun '19 with Leviton Manufacturing, Doha, Qatar as Sales Manager**

**Key Achievements:**

- Acquired brand approved as a vendor in Qatar Armed Forces (QAF).
- Got brand approved with:
  - Qatar General Electricity and Water Department (QGEWC).
  - One of the leading Grade 'A' consultants, Qatar Design Consortium (QDC).
- Sold products worth USD 200K to Qatar Armed Forces.

**Feb '15 – Mar '18 with Signify (formerly known as Philips Lighting), Qatar as Sales Manager**

**Key Achievements:**

- Acquired many prestigious clients such as Amiri Guard, Ministry of Municipality & Environment & Qatar University.
- Worked on water Mega Reservoir Project, Value: USD 700K. Secured four out of five packages by aggressive liaison with relevant stakeholders.
- Managed Qatar Rail Project, Value: USD 1M. Secured BOH packages for two lines.
- Energy Centers for various World Cup Stadia, Value: USD 400K. Secured four stadiums by targeting the correct decision makers in the value chain.
- Manateq Headquarters, Value: USD 200K. A benchmark project in my career, one of the largest supplies of customized products from our US portfolio.
- Worked on Hamad International Airport, Value: 800K. Conducted energy feasibility study for all major facilities such as departure terminal and ancillary buildings and proposed relevant cost and energy savings solutions.

**Mar '12 – Feb '15 with Zumtobel Group, Doha, Qatar, as Senior Project Engineer**

**Key Achievements:**

- New Kahramaa Central Workshop at Abu Hamour, Value: USD 1M. Complete lighting design proposed, and specification created, secured project commercially.
- Qatar University Student Housing, Value: USD 700K. First of its kind Solar Street Lighting Installation in Qatar using LED streetlights and solar poles.

**Mar '06 – Feb '09 with Qatar Design Consortium, Doha, Qatar, as Electrical Engineer**

**Key Achievements:**

- New Doha International Airport (Fuel Systems Package). The project involved reviewing the design and obtaining appropriate approvals for basic infrastructure for the fuel supply system.
- Halul Island – Additional Facilities & Relocation of Marine Stores. The project involved designing new infrastructure, including helipads considering hazardous surroundings.
- Sports City Tower – Villagio Bridge. An iconic project near one of the World Cup hosting stadiums involved smart and innovative design ideas.

**Key Projects**

- **Project Title:** Juma Mosque – Qetaifan Island
- **Client & Location:** Qatar Building Engineering Company (QBEC), Doha, Qatar
- **Description:** A premier mosque for the new development Qetaifan Islands. This mosque is designated to be used by the royal family during Eid celebrations. Proposed high end products to match the architect's vision keeping in mind the commercial targets agreed upon with the contractor.

- **Project Title:** Private Luxury Villa at Qurm
- **Client & Location:** Al Tasnim Construction, Muscat, Oman
- **Description:** This villa was being constructed for the owner of Zubair group. State of the art lighting from premier brands around the world were used in this project.

- **Project Title:** Water Mega Reservoir
- **Client & Location:** Consolidated Contractors Company, Doha, Qatar
- **Description:** The Mega Reservoirs were being constructed by the Government of Qatar to counter a doomsday situation wherein the potable water supply of the country would be affected. The project was specified with a different brand and I successfully got it changed by coordinating with all the relevant stakeholders, winning majority of the packages of the project.

- **Project Title:** New Kahramaa Central Workshop
- **Client & Location:** HLG Contracting, Doha, Qatar
- **Description:** The central workshop was being developed as a hub for the repair and maintenance of all equipment owned by Kahramaa (Qatar General Electricity and Water Corporation). I worked on this project from the design inception stage specifying our products and finally closed out the project with a sale of USD 1M.

- **Project Title:** Qatar University Student Housing
- **Client & Location:** SEG International Contracting, Doha, Qatar
- **Description:** First of its kind Solar Street Lighting Installation in Qatar using LED streetlights and solar poles. I conducted a mock up and secured the project.

Sep '05 - Feb '06 with Reliance Facilities Management, Dubai, UAE, as Facilities Executive

Key Achievements:

- Secured contracts for multiple luxurious towers in the Dubai Marina.
- Implemented systems to reduce waste and streamline processes at the Canadian Specialist Hospital.

Personal Dossier

- **Language Purview:** English, Hindi, Bengali
- **Date of Birth:** 2nd May 1983
- **Passport No:** S1212438
- **Driving License Details:** Qatar  
Driving License No. 28335605449
- **Permanent Address:** Kolkata, West Bengal, India
- **Present Address:** Flat # 802, Bldg. # 19, Zone # 26, Street # 931, P.O Box # 21174, Doha, Qatar