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**SUMMARY** 26 years of experience in Strategic Planning, Sales and Marketing, Business Development and Channel Management. Exposure to different sectors / products such as consultancy projects, industrial products / equipment, intermediary goods and FMCG. Experience in developing and managing retail channels to derive the targeted market share.

**EXPERIENCE**

**Since Jan11 PME POWER SOLUTIONS (INDIA) Ltd New Delhi**

*Formerly Known as PM Electronics limited, established in the year 1986. A complete integrated*

*Power solution provider Company and an accredited Star Export house*

**General Manager**

Reporting to the Managing Director, responsible for enforcing the policies and governance set forth by The Board in the operation of the business. Authorized to implement policies to maximize revenues and minimize operational costs, which generally translate into direct Profit & Loss general management, Identify and develop business opportunities for the Company’s creative solutions in industrial and product designs as well as the Company’s creativity services.

* Instrumental in appointing PME as a contractor by ZESCO for an EPC contract to design, manufacture, test, deliver, install, complete and commission certain facilities in Zambia for an order value of US$ 63.39 million.
* Increased customer base by 20% by mapping the entire product range of PME to specific clients

**Mar06 – Dec10 AL NASSER INDUSTRIAL ENTERPRISES Abu Dhabi**

*Company has many operating ventures in diverse fields such as DRI, Steel Billets, Debars, Structural Fabrication, PE Rotomolding, Polymers, Power & Distribution Transformers and Switchgears in the UAE, Saudi Arabia, Oman, Bahrain, Qatar and Yemen.*

*Mar06 – May08* Business Development Manager

*May08 – Dec10* **Dy. General Manager**

Responsible for business development for the entire range of products across company

* Achieved USD 41mn against the target of USD 34 mn in 2009
* Saved 12% of cost by identifying excessive staffing and taking corrective measures
* Represented the company in 25 exhibitions and 10 conferences held at a global level
* Generated major clients namely Al Jaber, Aldar, Sorouh, Pal Technologies, British Embassy, Bahwan Group of Muscat, Algeco
* Turned around the loss making unit of SMC Panel into a profit generator through increasing sales by 50% and revenues by 75% generating revenues of USD 408K in 2009
* Implemented long term business directions of the region to ensure maximum profitability in line with organizational objective
* Assisted the Chief Executive Officer to set up long and short term goals for the company
* Played key role in developing media plan for the year 2010 and 2011

**Jun03 – Feb06 G N CONSULTING New Delhi**

*A management consulting unit offering marketing entry services, customer oriented services and sample services. The company is also actively involved in other activities such as Advertising, Market Research, Media relations, IT Infrastructure Management & IT Education.*

**Senior Consultant**

A part of business development group, handling surveys and workshops also.

* Procured business worth USD 113.3K by playing a pivotal role in generating clients namely BHEL and BEL, marking an entry in PSU segment
* Done gap analysis study for BHEL by conducting customer satisfaction survey at Thermal, Hydro and Nuclear Projects.
* Organized Internal Customer Satisfaction measurement workshops for Project Engineering Management group of BHEL at New Delhi, Hyderabad and Hardwar offices
* Managed key client FICCI, which referred G N Consultants further to generate 10 new clients
* Increased sales by 25% and revenues by 40% ensuring repeated business from clients

**Dec93 – Jun03 P M ELECTRONICS LTD New Delhi**

*Established in 1986,* P M Electronics *is an accredited Star Export house and a leading manufacturer of power and distribution transformers in India*.

*Dec93 – May95* Sales Officer

*May95 – Jul96* Deputy Marketing Manager

*Jul96 – Sep97* Assistant Marketing Manager

*Sep97 – Jun03* **Marketing Manager**

Managed marketing, sales and distribution of power transformers to State Electricity Board, Government Utility Undertakings and Private Industry Establishments.

* Increased the turnover from zero to USD 2.8 mn in 1995 to 2000
* Ensured timely billing and receivables management to control outstanding and build a healthy cash flow
* Led a team of 25 associates, organized training and development programs for them
* Generated new clients such as State Electricity Boards, government undertakings and private companies
* Organized working capital worth USD 94.5K through receivables management
* Played a key role in initiating the sales of transformers to wind mill projects
* Managed overseas clients like Ministry of Water & Electricity (Abu Dhabi & Dubai), Electricity Boards of Zambia & Mauritius, National Electric Company (Kenya) and a private company in Sri Lanka

**Feb90 – Dec93 JAGATJIT INDUSTRIES New Delhi**

*Founded in the year 1944, company manufactures and markets alcoholic beverages, malt, malt extract, malted milk foods, milk powder, ghee, glass and pet containers*.

*Feb90 – Nov90* Sales Supervisor

*Nov90 – Jul92* Assistant Sales Officer

*Jul92 – Dec93* **Sales Officer**

Handled sales of pet containers in Uttar Pradesh, Bihar, West Bengal, Rajasthan, Madhya Pradesh, Gujarat and Maharashtra.

**Jul88 – Dec89 KHODAY RIBBON CARBON & ALLIED INDUSTRY New Delhi**

*Export and import of engineering products such as decorative paints, x-ray films, engine oils, pharmaceuticals medical equipments, stamp pads, soft luggage and stationary items* ***s****ince 1966*.

**Area Sales Officer**

Responsible for handling sales of stationary products in South and West Delhi.

**Aug86– May88 OKHLA CHEMICALS LIMITED New Delhi**

*A subsidiary of Paharpur Cooling Towers, manufacturing industrial chemicals in India and across the globe*.

**Management Trainee**

**education**

1987 **INSTITUTE OF MARKETING & MANAGEMENT New Delhi** Post Graduation diploma in Marketing

1986 **MEERUT UNIVERSITY Meerut** Bachelors of Commerce

**CERTIFICATION**

Qualified Internal Auditor for ISO 9000 -1994 and ISO 9001-2000

**PERSONAL**

Date of Birth: 15-Aug-1966