**SWARUP.260557@2freemail.com**



**SWARUP Curriculum Vitae**



**STRATEGY PLANNING | COMMERCIAL MANAGEMENT | SHIPPING & FREIGHT | ACCOUNT DEVELOPMENT | SALES & BUSINESS DEVELOPMENT**

(Shipping | Freight Forwarding | Feeder Services)

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**COMMERCIAL MANAGEMENT | SHIPPING & FREIGHT | ACCOUNT DEVELOPMENT**

**Professional Profile**

**Professional Synopsis:** A strategic, shipping & freight management professional with over 16 years of robust record of success in delivering optimal results across a high growth environment in attaining various major breakthroughs in a highly competitive market by handling business change impact, broadening market penetration, account development, freight forwarding, line development and defining SLA’s/KPI’s with P&L accountability. Expertise in creating innovative strategies and formulating freight & commercial procedures for accelerated growth of the organization which directly impacts on the top line & bottom line objectives.

**Core Competencies**

**Professional Highlights**

* Extensive abilities in driving large scale cost savings, building prolific strategic alliances by developing & nurturing relations with the key accounts to position an organization for long-term profitability and enhance productivity & performance.
* Deft in mapping market dynamics to draw vital inputs to facilitate designing/realignment marketing/sales strategies to combat competition & sustain leadership position with ground level business realities.
* A decisive leader with excellent ability to coordinate with different people at one time under difficult situations to bring out the best in others while creating a healthy & a friendly work environment, thus enhancing operational efficiency.
* Gained cross functional experience as Liner, Freight Forwarder and Feeder with expertise in Target Marketing & Penetration, Consultative sales, key account development, strategic & tactical planning and credit & cost control.
* Proficient in negotiating best freight rates and other commercial terms with shipping lines, including NVOCC (Non Vessel Operating Common Carrier) for overall competitiveness.
* Ingrained confidence and solid understanding of translating business requirements into functional plans in a competitive framework.
* Expertise in providing quality customer services, developing pricing strategies and concluding negotiations to establish contracts and resolving customer queries and complaints, ensuring to achieve satisfaction and long term business association.
* Innate strengths in identifying & developing potential accounts and retaining their business association by promoting business and bidding for tender business with augmented customer services. Fully conversant with pre/ post shipment procedures.
* Strong understanding in analyzing foreign trade laws and evaluating their impact on business goals while assessing potential corporate compliance risks to develop mitigation strategies that results in to achieving operational excellence.
* Adept at establishing and executing business plans from startup, align business activities to the vision & strategy of the organization with prominent cross functional coordination skills.
* A strong team leader capable of fostering an atmosphere that encourages highly talented professionals to balance high level skill with maximum productivity; exceptional communication, presentation & interpersonal skills with proficiency at grasping new concepts quickly and utilizing the same in a productive manner.

**Professional Experience**

**SINCE NOV 2006 ONWARDS: QATAR NAVIGATION Q.S.C., MILAHA**

**Growth Path:** Since Aug 2015 onwards as Assistant Manager – Commercial

Nov 2006 – Jul 2015 as Owners Representative

**SEP 1999 – AUG 2006: RAIS HASSAN SAADI**

**(An Agent for Malaysian International Shipping Corporation, UAE)**

**Growth Path:** Mar 2003 – Oct 2006 as Line Manager

Sep 2001 – Feb 2003 as Sales Manager

Sep 1999 – Aug 2001 as Sales Executive

**Key Achievements**

* Played a stellar role in increasing the sales from 21000 TEUS (Twenty Equivalent Units) in Apr 2010 for a new initiative of the company to 35000 Tues from Jebel Ali Port by the end of year 2013 and increased the Milaha throughput in Qatar from 263600 in 2009 to 544000 in 2015.
* Made vital contribution in increasing the overall revenue of the organization by launching a new product Khoramshe, Sharjah and Abu Dhabi feeder service from the Jebel Ali port in 2010.
* Achieved significant savings in the overall cost through concluding extensive negotiation with port and vendors on their charges
	+ Managed to strike a significant % marine discount in Sharjah port and Abu Dhabi port in 2013 and increased the discount further in Abu Dhabi port in 2014. The same discount was maintained in 2015.
	+ Gained volume discount in Jebel Ali Port and saved a significant amount for the year 2015 in JEA itself.
* Regained the market share of 67% by removing a competitor Orient Express line from Doha feedering service in 2014.
* Persuaded American President Line to withdraw their ship from Doha service and established a deal to load their cargo on Qatar Navigation Ships on a regular basis that resulted in increasing the volume by 1400 TEUS monthly which remained as a consistent contribution in the revenue of the organization.

**Domain Skills**

* Developing business for the organization, identified business opportunities/ revenue models and generated business plans to achieve the same and located potential clients in targeted segments to secure profitable business.
* Ensuring revenue & market share of the organization by planning & executing workable sales strategies which result in enhancing revenue through the development and retention of key accounts across freight forwarding and shipping business.
* Responsible for commercial development and taking new business initiatives by identifying as well as meeting customers on a regular basis and understanding their needs to cater services to them ensuring the optimal growth of the company.
* Developing expansion strategies by identifying new region, niche market and potential customers with end to end accountability of monitoring, planning and following up accounts receivable and credit minimizing the risk.
* Developing statistics and analyzing them in a frequency to evaluate business gained and lost opportunity; planning sales and operations with the team to optimize asset utilization and maximize top line of business.
* Accountable for strategy implementation & business development plans for the company, setting up all processes related to product management and creating the roadmap for the products.
* Driving key strategic initiatives while identifying and developing new business acquisition opportunities in order to deepen market penetration and enhancing the client base.
* Evaluating and determining cost effective opportunities and negotiating with external vendors and Service providers to achieve cost and service advantages that results in increasing the bottom line of business.
* Catalyzing business growth with the constant impetus of strategic initiatives across diverse functional domains. Rolling out operational strategies taking cognizance of market dynamics to enhance operational productivity.
* Planning, supply/ demand forecast, pricing, margin and tenders to increase market share, understanding the brand’s market position and company’s strength, competitive advantage, differentiator over the competitor to maintain the market leadership.
* Identifying potential business opportunities from various sectors and prospective clients to develop new accounts, set up business operations, thereby ensuring seamless marketing activities to achieve the pre-set targets.
* Acting as a key player in the analysis, development and implementation of strategic business plans & policies, ensuring organizational growth, targeting maximum profitability & cost effectiveness.
* Determining feasibility of business cases, monitoring the financial health of accounts and taking measures to ensure profitability, while reporting major accounts closed/lost and any further subjects of interest which needs attention.
* Defining business mission and performance standards across all functional areas and periodically reviewed performance with the deft application of concurrent management audit procedures.
* Identifying and prioritizing target segments, consumer needs, market requirements, and conducting consumer research, meeting allotted targets, brand positioning & business development for increasing business volumes and to exercise administrative control.
* Instrumentally maximizing vessel utilization with current and ad hoc businesses, increasing the voyage profitability and top line whilst focusing on macroeconomic view, sector outlook and competitor landscape by following market trends, competitors and customer activities with business forecasts to use in Company’s advantage.

**Trainings & Courses**

* Professional Qualifying Exam, Institute of Chartered Shipbrokers, London, pursuing
	+ Completed Liner Trade, Economics of Sea transport & International trade and Shipping business papers

**Education Credentials**

**1992 Bachelor of commerce, University of Calcutta, India**

**Personal Details**

**Date of Birth**: 14th Jul 1970 | **Nationality**: Indian

**Driving License**: Valid UAE Driving License | **Visa Status**: UAE Employment Visa

**Linguistic Abilities**: English, Hindi and Bengali

Shipping , Shipping Line , Freight industry, Freight forwarding, Maritime , Logistics, Liner, Feeder, Knowledge , Business, Target, Development, Built, Team, Motivator, Challenge , Change, Flexible , Success, Yes, Possible , Analysis, Niche, New, Proactive , Network, Relation , Transparency, Ethics, Strong, Learn, Respect, Think, Need, Cost, Revenue, Profit, Margin, Utilization , Resource, Plan, Implementation , Discipline , Upgrade, Training, Communication , Shipping, Strategic Planning ♦ Business Development ♦ Strategic Alliances & Partnerships ♦ Market Activation ♦ Multicultural ♦ Profit Centre Operations ♦ Product Management ♦ Communication ♦ Relationship Management ♦ Negotiation ♦ Key Accounts Management ♦ Brand Managem Shipping , Shipping Line , Freight industry, Freight forwarding, Maritime , Logistics, Liner, Feeder, Knowledge , Business, Target, Development, Built, Team, Motivator, Challenge , Change, Flexible , Success, Yes, Possible , Analysis, Niche, New, Proactive , Network, Relation , Transparency, Ethics, Strong, Learn, Respect, Think, Need, Cost, Revenue, Profit, Margin, Utilization , Resource, Plan, Implementation , Discipline , Upgrade, Training, Communication , Shipping, Strategic Planning, Business Development, Strategic Alliances & Partnerships, Market Activation, Multicultural, Profit Centre Operations, Product Management, Communication, Relationship Management, Negotiation, Key Accounts Management, Brand Management, Brand Positioning, Market Penetration, Leadership, Freight Forwarding, Strategic Planning, Budgeting / Forecasting, Import/Export, Route Mapping, Operations Management, Administration, Inventory Management, Liaising/ Coordinating, Vendor Management, Process Improvement, Sourcing & Procurement, Health & Safety, Relationship Management, Leadership, Communication/Negotiation, International shipping Laws, Training & development, Freight Forwarding, Strategic Planning, Budgeting / Forecasting, Import/Export, Route Mapping, Operations Management, Administration, Inventory Management, Liaising/ Coordinating, Vendor Management, Process Improvement, Relationship Management, Leadership, Communication/ Negotiation, International shipping Laws, Training & development, contract management, tendering & Bidding