**DAREL**

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**ENTERPRISING SALES & MARKETING LEADER**

**■ Profit Centre Operations ■ Project & Industrial Sales & Marketing ■ P&L Management**

***A multi-faceted professional with strong exposure in improving top-line & bottom-line of organizations and increasing profitability by re-organizing direction towards profitability, visibility & growth***

**Profile Summary**



* Achievement-driven professional with **nearly 14 years** of outstanding success in **spearheading the entire gamut of profit centre operations**
* **Specialization in driving sales of high value industrial products across the globe**
* Skilled in strategic planning and implementation of best practices & strong management systems
* Adept in conceiving & implementing ideas that fuel market place presence and drive revenue; evolved & executed strategies that led to acquisition of business from high profile accounts
* Hold the credit of developing new markets from scratch and consistently enhancing business operations; outstanding success in building and maintaining relationships with key corporate decision makers
* Proven ability to meet production targets and enhance operational effectiveness within cost & quality parameters
* Enterprising and dynamic with well-rounded leadership, communication, planning, analytical and ownership skills; excellence in directing cross-functional teams to deliver results



**Business Skills**

* **Conceptualising & implementing competitive sales strategies** **and leading organization wide sales personnel** towards achievement of sales goals; developing processes to create an effective sales organization
* Proactively **identifying changes in market demand and modifying strategies** for expansion of market share & achievement of revenue targets; overseeing the preparation of monthly, quarterly and annual sales forecasts and plans to meet/exceed the same; maintaining competitive knowledge to create and adjust sales strategies
* **Managing the entire gamut of techno-commercial operations** with accountability of feasibility studies, enquiry generations, tendering, order execution, collection of receivables and provision of after-sales service
* **Building and maintaining strong relationships with institutional clients for repeat business**; establishing large volume & high profit accounts and maintaining top & bottom line profitability
* **Providing advisory to Product Management Team** for launch of products
* **Providing leadership through effective communication of vision, active coaching and development** while comparing sales results to goals and taking appropriate action to correct when necessary
* **Ensuring effective hiring, orientation, training, development and retention of sales staff**; demonstrating a dynamic leadership style that will motivate and empower a team to ensure successful launch of new products

**Key Accounts Captured**

* Offshore: SPDC, Mobil, Chevron, Total, Afren, Addax, British Gas, Oil & Natural Gas Corporation, Supreme Offshore, Hal Offshore, Iranian Offshore, Leighton, Swiber Offshore, Great Offshore, Essar Offshore, Afcons Infrastructure Limited, Dolphin Offshore, Bechtel and Das Offshore
* Refineries: PHRC, KRPC, WRPC, NPDC, IOCL, HPCL, BPCL, Reliance and Essar
* Fertilizers: Dhangote, Indorama, Notore, Zuari Agro, Gujrat Narmada Fertlizers Ltd. (GNFC), RCF (Mahul & Thal), Coromandal and Deepak Fertilizers
* Chemicals and Bulk Drugs: German Remedies, Hindustan Lever, Lupin, Glenmark, CIPLA, Nestle, VVF, IG Petro, Coca Cola, Safoni Aventis, Binani, Pidilite, NOCIL and National Peroxide
* Consultants: AKPG, SNC Lavalin, TICB, Chemithon, SWRL, Chemtex, Linde, PDIL, IOTL, L&T, UHDE, Punj Lloyd, Kazstroy, SK E&C, Toyo, Technip, Naftogaz, Lurgi, Doosan, Desein, Samsung, Fernas, Bridge & Roof, Petron, Development Consultants, Fichtner, Procon, Mott Macdonald, Kalpataru, HDO, TCE, Tata Projects, Gammon, Kilburn, Fluor Daniel, TGE Gas, SMS Siemag, Praj, IBI Chematur, Indus Projects, Jacobs, Worley Parsons
* Iron & Steel: Vikram ISPAT, Sesa Goa, Viraj Profile, Mukand Ltd., JSPL and Tata Steel
* Power: Reliance Energy, Goa Energy, RGPPL (Ratnagiri Power Gas), Tata Power, India Bulls, MSEB and Lanco
* Shipyards: ABG, Pipavav, Goa, Bharati, Mazgaon Dock and Indian Navy
* OEMs: L&T MHI Boilers, Chemtrols, Furnace Fabrica, Heurtey Petrochem, General Instruments, Ion Exchange, Kirloskar Pneumatic, Thermax, Unitech Machines, GEA Process, Wipro Water and Coen Bharat

**Organisational Experience**

**Jan’17 till Date with GR Green Life Energy Pvt. Ltd as a Freelance Consultant**

* Promoting Solar Power Plants in the Indian territory

**Nov’13 – Dec’16 with Alfa Laval (I) Limited, Navi Mumbai as National Sales Manager (Oil & Gas Segment)**

**Highlights:**

* Successfully bagged large orders for:
	+ Modularized Deck Boliers order from Tuff Offshore for an FPSO worth USD 10.4 Million.
	+ Lynx Decanter Centrifuges from Rheochem (Newpark Company) for Cairn Energy projects worth USD 1.2 Mn
	+ Water Injection Heater package from Cairn Energy worth USD .8 Mn
	+ Diesel Centrifuge Package from Gol Offshore Ltd. for ONGC project worth USD .5 Mn
	+ First Mud Cooler Package in India from Greatship (India) Limited for BG project worth USD .3 Mn
	+ First Water Maker Package in India from Shelf Drilling for ONGC project worth USD 150 K.
* Holds the distinction of improving revenue growth by 600%
* Expanded business across markets of North, West, East and South India for Oil & Gas (Upstream & Midstream)
* Steered launch of new products such as Water Makers and Mud Coolers.
* Vendor registration of Water Maker & Shell & Tube Heat Exchanger (OLMI Brand) in ONGC Offshore Engineering services vendor list.

**Aug’12 – Oct’13 with AOS Orwell Ltd., Nigeria as Product Manager**

**Highlights:**

* Holds the distinction of spearheading sales of Control Valves, Automated Ball Valves & Industrial Regulators to leading clients in Nigeria; expanded business of Refining Segment across Western Nigeria
* Played a stellar role in achieving 2 times the set sales target and attaining 200% increase in revenue
* Conceptualized & implemented business plan for Valve Service Centre in Nigeria involving negotiation with customers for CNC Machines, Valve Test Bench, Tool & Tackles,
* Instrumental in acquiring 2 large Offshore project orders for AOS Orwell Ltd. from Chevron worth USD 2 Mn for their Merin Water Injection & EGP 3B & GSEP projects

**Jan’12 – Aug’12 with Jasubhai Engineering Pvt. Ltd., Navi Mumbai as Regional Sales Manager**

**Highlights:**

* Attained 30 % increase in revenue
* Developed business of Power & Water segments across the new territories of Gujarat & Goa

**Jan’10 – Dec’11 with Technical Parts Company, Mumbai as Sales Manager**

**Highlights:**

* Independently set up and managed business of Industrial & Construction Products Division across India
* Improved order booking from Rs. 3 Crores in 2009 to Rs. 12 Crores in 2010; attained 400% increase in revenue
* Developed business of Oil & Gas and Refining segments across new territories of Mumbai & Pune for Pipes and Piping Products.
* Steered the acquisition of high profile accounts across Western & Northern India

**May’09 – Dec’09 with Tyco Valves & Controls India Pvt. Ltd., Navi Mumbai as Product Manager**

**Highlights:**

* Attained 30% growth in business; developed business of Refining Segment across Gujarat
* Steered the acquisition of high profile accounts across Western India from different industrial segments

**Oct’08 – Apr’09 with Flowserve India Controls Pvt. Ltd., Mumbai as Senior Sales Engineer**

**Highlight:**

* Played a key role in vendor enlistment of Flowserve - FCD with SNC Lavalin Engineering India Pvt. Ltd. thereby ensuring a regular flow of huge enquiries for their ANRACK Alumina Project at Vishakapatnam
* Steered the acquisition of high profile accounts across Western India from different industrial segments

**Aug’06 – Sep’08 with Fisher Sanmar Limited, Mumbai as Senior Sales Engineer**

**Highlight:**

* Successfully increased Spares Business in ONGC from Rs. 10 Lakhs to 3 Crores in just 2 years
* Steered the acquisition of CCOE (Chief Controller of Explosives) Certification for Fisher Digital Valve Positioners (DVC) and Digital level Controllers (DLC) thereby ensuring Fisher’s reputation in the Industry for Digital & Smart Products and increasing business prospects for SMART products manifold
* Received Appreciation Letter from British Gas for delivering a 20” Control Valve to their Hazira Site in just 47 days
* Steered the acquisition of high profile accounts across Western India from different industrial segments such as Oil & Gas and Power

**COMMENCED CAREER: Nov’03 – Jul’06 with Micro Pneumatics Pvt. Ltd., Mumbai as Marketing Executive**

**Education**



* Diploma in Business Management (International Business) from ICFAI University in 2009
* Bachelor of Engineering (Instrumentation) from A.C Patil COE, Mumbai University in 2003
* International Executive Masters in Business from SDA Bocconi (2017 – 2019)



**Trainings Attended**

* CV1 Training on Control Valves in Flowserve
* Training on Smart Positioners in Fisher
* 6 days Training on Selling in Competitive Environment by Mercury Goldman International
* 1300 Phase III Control Valves Training on Sizing & Selection of Control Valves in Emerson (LBP of AOS Orwell)
* 1751/ 1752 Training on Fundamentals of Fieldvue Digital Instruments with Handheld Communicators/ Valve Link and Diagnostics for Fieldvue Operations attended in Emerson FZE, Dubai
* Training on GPHE X-cellence attended in Alfa Laval, Pune
* Training on 2Touch/ BCC for Decanters attended in Alfa Laval, Pune
* ALPAS 3, Offshore Oil & Gas Processing attended in Alfa Laval, Kuala Lumpur, Malaysia
* Rooftop Solar Grid Engineer from National Institute of Solar Energy, Gurugram, Haryana

Course numberSGJ/Q0106

**IT Skills**

Operating Systems: Windows 7

Office Tools: MS Office

Languages: C Programming / Pascal

**Personal Details**

Date of Birth: 17th April 1981

Languages Known: English, Hindi and Marathi

Passport Details: valid till 21st May 2025.