**Rias**



**Sales & Marketing Operations, HR and Admin**

**Location Preference: Dubai - UAE**

*Competent Sales & Marketing Professional, with proven track record of achieving & exceeding business targets and implementing ideas that fuel market place presence & drive revenues*

# PROFILE SUMMARY

* **BBA**Professional **from Connecticut State University U.S.A.**Professional with **16 years of global experience** inSales &Marketing,Client Relationship Management, Business Development, Inventory Management, Budgeting & Costing, Procurement Operations, HSE Management, Quality Audits/ Control, Operations & Maintenance, Logistics Operations, General Administration and Production Operations
* Actively **participated in exhibitions** held across **Frankfurt, Nigeria, Kenya, Tanzania, Kuwait, Oman, Qatar, Saudi Arabia & Dubai**
* Track record of **attaining overall pipeline growth in the assigned market territory** and actively engaging cross-functional teams and providing ongoing support/ training to the dealer network for ensuring delivery of quality services
* Experience in **managing day-to-day functions in co-ordination with internal / external departments** for ensuring smooth business operations;analyzing business requirements& identifying deficiencies & opportunities
* High integrity & energetic leader with strong written & verbal communication, planning & relationship building skills

# CORE COMPETENCIES

* Identifying upcoming product opportunities; supporting product development to enhance/develop current/new products resulting in revenue enhancement
* Developing & strengthening relationships & strategic alliances with key decision makers & opinion leaders to scale up sales/ profit growth
* Mentoring high-performing marketing team for ensuring optimum performance to deliver quality services in market
* Conducting market research on competitors, submitting detailed reports and analysis on the same
* Coordinating projects for the installation of new machinery, and expansion of plant capacity
* Planning and scheduling operational activities for attaining the monthly production targets and tracking progress against targets by analyzing daily reports
* Supervising purchase of required material through effective purchase planning, ensuring continuous supply at optimum costs; ensuring utilization of maximum capacity of machine & cutting tool
* Formulating and implementing maintenance schedules for ensuring uninterrupted production process

# ORGANISATIONAL EXPERIENCE

**Since Dec’10: MohideenGroup of Companies, Dubai, UAE**

**Growth Path/Deputation**

Feb’00 – Jan’02: Zahid Tractor & Heavy Duty Machinery, KSA as Assistant Procurement Manager

Mar’02 – Dec’06:Mohideen Stationery LLC, Dubai, UAE as Marketing & Sales Manager

Jan’07 – Dec’10: Mohideen Paper Products Industry LLC, Dubai, UAE as Production & Operational Manager

Since Dec’10: Mohideen Group of Companies, Dubai, UAE as Group Manager

**Key Result Areas**

* Administering an entire gamut of activities entailing Import, Distribution, Wholesale and Retailing of school & office stationery products
* Forecasting sales volumes, liaising with leasing company regional heads & selecting corporates for accomplishing the same
* Managing marketing functions like product planning & roadmaps, consultation and business development
* Bringing out USPs of all products & services to achieve higher sales realization value
* Supportingthe channel partners to increase the penetration in corporates through sponsorships, corporate event participation, conferences and supporting them with necessary approvals for the same
* Driving sales operations in assigned territory; implementing strategies and reaching out to unexplored market segments/customer groups for business expansion; setting short & long term budgets for achieving business goals
* Identifying & appointing key-target dealers; establishing strategic alliances with financially strong and reliable partners
* Visiting different regions, making presentations to increase customer awareness and helping in generating more business by penetrating new markets
* Charting the assigned area & discovering potential corporate & retail business while managing sales, distribution & marketing operations with the sole intent of increasing growth
* Guiding the channel partners in achieving business objectives, sustaining profitability of the set-up and aligning them to the core business vision of the company
* Actively working towards improving quality / productivity / reliability at manufacturing with continual improvement
* Driving rejection & rework control and conducting its root cause analysis
* Developing production plans with a view to achieve the production targets as per weekly & monthly plan
* Ensuring the completion of several projects while administering the complete project operations entailing planning, resource utilization, maintenance, quality management & manpower management
* Planning production & scheduling activities involving routine production tasks for accomplishment of production targets
* Tracking & controlling inventory levels & meeting operations requirement as per company policies
* Utilizing manpower / machinery bystrategizing techniques
* Ensuring in-process compliance by monitoring processes, identifying any defects and making changes for final scale up and handover to production department

**Highlights:**

* Played a key role in enhancing machine utilization & cut machine changeovers by 60%-70% by planning & scheduling the work effectively
* Created an exceptional business plan, organization and sales and marketing infrastructure for USD 400,000 in GCC region which maximized team effectiveness and allowed quick roll-out of programs and products growing international sales from USD 250,000in 12 months
* Provided after-sales support to partners for customer visits and presentations; built capacity for channel partners on company products
* Ensured that enterprise sales team meets or exceeds quarterly sales goals to the tune of USD 150,000; created and managed strategic relationships with large clients and resellers
* LaunchedMohideen Paper Products Industry in Dubai, U.A.E.*;* achieved a topline of US$ 2 million in 2yearsagainst the objective of achieving the same in 3years

# PREVIOUS EXPERIENCE

**Feb’00 – Jan’02: Zahid Tractor & Heavy Duty Machinery, KSA as Assistant Procurement Manager**

# INTERNSHIP

**Apr’99 –Dec’99: IBM, Connecticut, USA as Intern**

# EDUCATION

* **BBA (Marketing, Operations & Finance)**from Eastern Connecticut State University U.S.A.in 1998with Summa Kuma Laude
* **12th (Minor in Economics & Science)** fromSharjah College, Sharjah, UAE in 1994with 80%

# INTERNATIONAL EXPOSURE

* Got the opportunity of visiting:
* Connecticut, USA
* New York
* Pennsylvania
* Philadelphia
* Virginia
* Texas
* Frankfurt, Germany
* Düsseldorf
* Barcelona, Spain
* Netherlands
* Guangzhou,China
* GCC Countries including Kuwait, Oman, Saudi Arabia &Bahrain
* Nigeria
* Kenya
* Tanzania

# IT SKILLS

* Have a good knowledge with:
* ERP Platform Software like Focus RT
* MS Office (Word, Excel & PowerPoint), MS Outlook & Internet Applications
* Adobe Photoshop
* Corel Draw

# PERSONAL DETAILS

Date of Birth : 3rd January 1978

Languages Known : English & Hindi & Arabic (Understand)

[Click to send CV No & get contact details of candidate](http://www.gulfjobseeker.com/feedback/submit_fb_em.php)

