**HARIkrishnan**

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***B.Tech* in Mechanical Engineering**



**BUSINESS DEVELOPMENT - TECHNICAL SALES/ marketing**

Seeking middle level assignments in Product Management / Business Development / Sales & Marketing



**PROFESSIONAL SYNOPSIS**

* Competent and result oriented professional with over 7 years of in-depth experience with reputed organizations. Previously worked with a MEP Accessories Manufacturing Company in the capacity of Marketing Engineer.
* Well versed in transforming market/product information into actionable insights and strategic recommendations
* Functional experience mainly in areas of Business Planning, Business Development (new customer/market) Channel Management and Technical Marketing.
* Key skill set includes generating revenue by developing market through forecasting the industry, generating leads, closing sales, team leading & management.
* A consummate professional with experience working in the TQM way which includes detailed planning, monitoring and execution.
* Academically proficient with an Engineering background coupled with a cross cultural experience in the MEP Industry.

**Core Competencies**

Technical Sales ♣ Strategic Marketing ♣ Business Development



**PROFESSIONAL EXPERIENCE (7 Years)**

**Qatar Air Distribution Network Manufacturing Factory WLL** (An ISO 9001 and ISO 14001 certified company) from November 2012 onwards

**Sales/Marketing Engineer**

As a Mechanical Engineer for Business Development oversaw the key deliverables as following.

* Contributed to Sales improvement by 30% over last year by devising focused strategic initiatives.
* Convinced Consultants to include our product brand names from the vast range of products, in their PVL (Preferred Vendors List), through presentations, organizing factory visits and site visits.
* Conducted an extensive market research for HVAC accessories in the Qatar market to identify the market potential, which paved the background of setting up a separate Manufacturing Facility for Dampers in Industrial Area, Doha-Qatar.
* Devise the Annual operating plan and the Strategic business plan.
* Improve overall Customer Satisfaction Index score (%) for customers.
* Monitoring and supporting the team members to ensure efficiency in process operations as per ISO standards.
* Enhancing customer experience through exhibitions, fairs & seminars & thereby creating platform for customer interaction and customer engagement.

**Accolades**

* Instrumental in getting the product certification from Qatar Civil Defense required for marketing in the State of Qatar thereby improving the order inflow by 35%.
* Instrumental in supporting for Audit preparations for ISO Audit, BRE Audit (Building Research Establishment) and so on.
* Instrumental in securing Sales deals in some Major Projects by frequent site visits, follow ups and presentations, where our products were rejected at the first attempt. Regular and frequent meetings with Contractors and Consultants helped understand their exact requirements, hence was able to convince management to make the necessary changes in specifications in time and secure a good sales order.
* Organized a Factory visit for PSME (Philippine Society of Mechanical Engineers) thus creating an opportunity for interaction with Senior Consultants and potential clients.

**PREVIOUS EXPERIENCE**

* As Project Consultant with Generic HVAC Tech-systems Pvt. Ltd. (authorized dealer of Blue star Limited), Bangalore, Karnataka, December 2010 – August 2012.
* As Project Engineer with ACE Consultants and HVAC Training Institute, Cochin, Kerala, 7th September 2009 – 10th November 2010.
* As HVAC Engineer with Technocrats Appliances Pvt. Ltd, Trivandrum, 1st July, 2008 – 29th August, 2009.

**Responsibilities Undertaken**

* Provide professional engineering support for planning and execution of projects.
* Review engineering design proposals, design drawings, specifications with reference to execution of the design and recommend improvements if required.
* Prepare the list of materials and equipments required to execute the project, place orders and follow up regularly to ensure timely delivery of materials in proper quality and quantity.
* Find suitable vendors through technical evaluation of offers, reviews and approval of vendor drawings.
* Establish and maintain a good relationship with the consultants, OEMs & solution providers through frequent meetings and updating project developments as and whenever required.
* Assign the plan of action for the erection personnel so that the erection of the project takes place in a time bound manner and in accordance with the client requirements.
* Prepare the Bill of quantity of materials and labour at various stages of the project to check whether the expenses are in line with the estimated value.
* Complete, commission & hand over the project to the clients at the committed date.
* Identify prospects, make proposals and negotiate for the sale of the system.
* Ensure proper training to the service personnel regarding operation and functioning of all the systems involved.



**EDUCATIONAL QUALIFICATION**

* **B. Tech (Mechanical Engineering), 2006, Cochin University of Science & Technology, India.**
* **12th Standard, 2002, Bhartiya Vidya Bhavan Senior Secondary School (CBSE), India.**



**PERSONAL STRENGTHS**

* Excellent in verbal and literal English: good communication skills.
* Patience to acquire knowledge in the domain where I am.
* Process Oriented and Quick learning.
* Adaptability to new environment.
* Strong analytical and problem solving abilities.
* Broader General Knowledge and Pleasant behavior.



Qatar Driving License valid till 2018.



**Date of Birth:** 13/08/1984 **References:** Available on request.