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| knowledge24x24icons Profile Summary* An achievement-oriented **professional with 11 years of experience** UAE in various domains like **Lighting Sales & Marketing, Tendering, Planning & Budgeting, Contract Management, Stakeholder Management**
* Currently associated with M/s Bin Moosa Debbas Trading LLC, Abu Dhabi as Senior Project Manager-Lighting Sales
* **Strong skills in** developing new products, tapping profitable business opportunities and positioning the products as per market needs
* **Possess strong** knowledge of LED Technology
* **Resourceful in** steering operations with a view to achieve organizational objectives and ensure profitability; planning activities and preparing international marketing strategies to accomplish sales target through sales team
* **Expertise in** conceptualizing and implementing strategies for enhancing business development opportunities with respect to new consumer groups & unexplored markets
* **Wealth of expertise entails in drafting** technical submittal with submit third party certificate (IP, photometric and providing samples for mockup room), assembling LOI and LPO to precede the order, after-sales & service, rapid cost calculations with PCS (Project Cost Sheet), and providing customers with quotations also negotiating on variations in price, payment, delivery
* **A keen communicator** with honed interpersonal, analytical and problem solving skills
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| core24x24icons Skill Set  |
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| Sales & Business Development | Marketing  | Tendering  |
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| Brand Management | Lighting Sales | Strategy Planning |
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| Team Management | Cost Control | Contract Negotiations |
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| career24x24icons Career Timelineexp24x24icons Work Experience**Since May’10****M/s Bin Moosa Debbas Trading LLC, Abu Dhabi, UAE as Manager-Lighting Sales****Key Result Areas:*** Conducting feasibility studies, enquiry generations, techno-commercial discussions, tendering, order execution, collection of receivables
* Scrutinizing tender documents for review of technical specifications, estimates and tenders of day-to-day activities
* Coordinating with clients for techno-commercial negotiations, preparation of tender/contract documents, cost estimates, including billing, variation/deviation proposals, claims
* Planning materials and developing vendors for obtaining timely procurement of materials & equipment at cost effective prices to ensure smooth execution of project
* Mapping client's requirements and providing them best solutions involving evaluation and definition of scope of project and finalization of project requirements
* Evaluating the bids with respect to the cost estimates, scope deviation(s) and commercial deviations
* Finalizing the contracts with negotiating with the contractors wherever required and putting up the recommendation for approval of the management
* Drafting Lighting Design, quotation, technical submittal, lighting calculation & arrange sample for the Mockup
* Monitoring associates and allocating works to lighting designer, sales support team for achieving fixed sales targets
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| **Accomplishments:** * Successfully reduced cost in high value items and standardization
* Increased sales turn-over and market share
* Successfully **executed various projects** such as :
* Abu Dhabi Future School Phase 3 Package 1- 2.
* Abu Dhabi Future School Phase 3 Package 3 & 4.
* Abu Dhabi Future School Phase 4 Package 3,4 &5.
* Amity international School
* Stepping stone school
* Shike Sayed Academy for Girls School
* RAK Kinder garden school
* Adgas Das Island
* ADNOC ruwaise housing complex infrastructure
* Petrogas.
* Abu Dhabi Islamic bank HQ
* Emirates Aluminium Factory Pot Line 3
* Many Commercial Building (Abu Dhabi commercial building)
* Al Raha Mosque
* Abu Dhabi General police HQ- Training center
* Sewerage plant
* AL Dar HQ 13th and 14th floor ID package
* A Qudra holding HQ
* Abu Dhabi Airport Car Park.
* Shams costal landscape lighting.
* Plaza View- Commercial building.
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| exp24x24iconsPrevious Experience**Feb’09-Apr’10****M/s Network Information Technology, UAE as Business Development Manager****Jan’04-Feb’09****Clipsal Middle East FZE Saif Zone Sharjah, UAE as Senior Sales Executive-Light Fittings**edu24x24iconsCertifications* Certification in Co-Pilot session in Lighting Project Management & Lighting Application in 2014 from Debbas Academy
* Certification in Personal Effectiveness for Performance Excellence in 2014 from CIGI(Centre for information and guidance-India)

edu24x24icons Education* MBA (Management) from Alagappa University, Dharmapuri, India in 2008

**Technical Course:*** Diploma in Electrical & Electronic Engineering in 1995
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|  IT Skills* MS-Office 2010 Tools (Excel, Word PowerPoint), AutoCAD, Relux, Dialux and JDE

C:\Users\rashima.gomber\Desktop\icons\personal-details24x24icons - Copy.pngPersonal Details**Date of Birth:** 6th December 1974**Languages Known:** English, Tamil Hindi & Malayalam |