SATHYA

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## Objective:

## To become a successful entrepreneur, by applying learnt technical knowledge, management skills, experience and build & lead a team of qualified professionals, channelize their efforts to be market leaders in the field of Electrical / Electronic related products & be a consistent profitable unit.

**Summary:**

I am an Engineering Professional with 14 years experience in the electrical industry, specialized in setting up NEW DIVISION, AGENCY DEVELOPMENT, SALES & BUSINESS STRATEGY MANAGEMENT, NEW PRODUCT DEVELOPMENT, specialized in Low Voltage Switchgears, Energy Metering & Lighting Products & solutions mainly in Sultanate of Oman and Indian markets.

**Product Knowledge & Expertise On –**

1. LV Switchgear Products & Panel Boards d) Wiring Accessories & Ventilation Systems
2. Energy Metering Products & Solutions e) UPS systems & HV Power Supplies
3. Lighting fixtures & Solutions f) Earthing & Lightening Products
4. Cable mgmt systems & flush floor systems g) Cables (LV/MV) & cable accessories

**Key Skills -**

* Sales Management, Marketing, Business Development, Key Account Management
* Supply Chain Management, Procurement, Resource Allocation, Logistics Planning, Negotiations
* Market Research, Competitive Analysis, Budgets, Strategic Planning / Implementation
* Risk Assessment, Cost Control, Forecasting, Management Reporting, Crisis Management
* Communication, Time Management, Decision Making; Team Building; Leadership;
* Vendor Relations; Promotions; Multi Channel Distribution; Customer Relationship Management

**BRANDS HANDLED –**

***○ ABB ○ HAGER ○ LEGRAND***

***○ CHINT ○ ARUS ○ PRI***

***○ ITRON ○ ISKRA ○ SCHUCH ○ HYUNDAI ○ SURYA ○ AL HASSAN***

***○ SCAME ○ KIRAC METALS ○ TEKOMPUK***

***○ KANOHAR ○ LPI ○ APPLICAMS***

***○ PYROTENAX ○ MOELLER ○ HIGHLIGHT***

**Key Achievements – (SUCCESS STORY OF “ITRON”, “ARUS”, “HAGER” IN OMAN)**

Brands such as “ITRON’s” Energy Meters and Low Voltage Switchgear Manufacturers such as “ARUS” & “HAGER” were unknown in few segments of the Oman market, until I took up the opportunity to study their varied product lines, pricing and conduct a detailed market analysis on these brands. With focused approach, was able to bag few note worthy orders & execute them in a short span of 3 – 4 years –

1. *Tender in 2012 – Supply of Digital CT operated Meters (3000 Nos)*
2. *Tender in 2014 – Supply of Digital 3Phase Meters (5000 Nos)*
3. *Supply of AMR Meters for RAECO’s – Masirah AMI Pilot Project and upgrading services for firmware & related software components*
4. *Supply of Digital AMI 3Ph & CT Meters RAECOs -Duqm Residential Complex (500 Nos***)**
5. *Supply of “ARUS, Malaysia” brand of LV products worth more than USD 5 Million in various retail segments & Projects*
6. *Supply of “HAGER, France” brand of LV Switchgear & Was” worth more than USD 4 Million in various Prestigious Projects*

**MANAGER – ELECTRICAL DIVISION (Jan 2012 till now):**

* Promoted as Manager for the trading operations of the electrical division
* Diversified the divisions business operations to meet the requirements of Retail Distribution / Projects in different sectors / government utilities etc
* Leading the sales teams of different segments in their marketing & Sales activities, drawing & implementing business plan for the products and ensure that each of the teams achieve their Sales targets & KPA / KRA’s assigned to them.
* In charge of the purchasing, warehousing / logistics, Personnel / HR activities of the SBU
* Aid / suggest / recommend in the key financial decisions of the SBU, ensuring optimum usage of financial investments deployed for the SBU.

**Achievements:**

* With a team of 6 - 7 individuals, consistently registered year on year growth of more than 20% in sales volume, with profit margins in excess of 30%, on a business volume of 3 Million USD in 2015
* Bagged major government Tenders worth more than 0.5 million USD on few occasions for different product lines, apart from other significant orders from major utilities & municipalities**.**
* Bagged orders for high-end lighting solutions for “SCHUCH” worth close to 0.5 Million USD, by getting the brand SPECIFIED with sensitive ministries for lighting requirements for their key projects & giving complete lighting solutions in 2014
* Roped in more than 120 retail customers into our fold and strengthened our distribution segment
* Recruited close to 15 Professionals, suitable for marketing & Sales activities of the division

**DY. MANAGER – BUSINESS DEVELOPMENT (Feb 2010 to Jan 2012):**

* Joined **M/s. AL MUSHARFI ENTERPRISES LLC,** as deputy Manager for business development of their group activities that included E&C division & Steel Fabrication
* Responsible for initiating & starting the trading division for electrical products and forming a separate profit centre
* Identified, analyzed, suitable product groups in-line with market demands & introduced new brands / manufacturers in the electrical sector
* Initiated dialogues with target manufacturers, began process of informing, educating & convincing manufacturers in customizing their products to meet local needs / specs, regulations & initiating a long term business association for mutual benefit & success in the market
* Presenting to Principals, the local growth prospects, our key strengths, developing workable business modules for sustained growth to both parties, leading to business tie-up’s & signing up various long term exclusive agency agreements.
* **Achievements:** Signed agency agreements for close to 15 electrical brands to work on exclusive basis in this period
* Got brands like “SCHUCH” approved with all major Clients - Oil & Gas Sector, “ITRON” approved in Electrical Utilities, “CHINT / ARUS / HIGHLIGHT STEEL TUBES” in government institutions & private projects.

**ASST. MANAGER – BUILDING SERVICES DIVISION (Aug 2005 to Jan - 2010):**

* Employed with **M/s. AL HASSAN ELECTRICALS Co LLC,** as Junior Sales Executive responsible for marketing of electrical products for Residential / Commercial building segment.
* Products handled included LV Switchgear Panels, DBs, Energy Meters, Cables/Wires, Wiring accessories and few specialized Products.
* Main Portfolio to track major projects from inception / design stage in building services sector & work closely with Clients in specifying the brands at the tendering stage itself and converting the same into highly profitable business in project execution stage.
* Developed, established & maintained close inter-personnel relationships with major Clients / Consultants / Contractor’s and their key decision-making professionals
* Provide reports / inputs on regular basis to various levels of the management & discuss, scrutinize, evaluate & strategize future course of action based on each Product segment & new products.
* Conduct on regular basis - seminars, presentations, technical debates for providing technical updates to Client / Consultants in close liaison-ship with Principals.
* Monitored business plans and activities of other team members in achieving their Sales targets

**Achievements:**

* Promoted thrice in 4 years & currently designated as Assistant Manager & team leader from June 2009 for Building Services division.
* Business for “HAGER” in Projects grew from almost NIL to 2 Million USD per year in 2008.
* Clinched orders worth more than 1 Million USD for LV Switchgear Panels each year in various Prestigious Projects
* Sold old inventory items worth nearing USD 200,000 as a first business, thus reducing Co old write off inventory.

**CUSTOMER SUPPORT EXECUTIVE (June 2002 to Mid - 2005):**

* Employed with **M/s. APLAB LIMITED** (Marketing Division) at the Regional Office - Chennai
* Involved with marketing of UPS Systems, Frequency Converters, Low & High Power DC Power Supplies, Electronic Test & Measuring Instruments, Cable Fault Locators, Banking Automation Products such as (ATM Machines, Information KIOSK, MICR Encoder Machines, Bill Payment KIOSK) manufactured by Aplab for various applications.
* Hands on experience in preparation & participation of tenders, complying with techno –Commercial requirements, providing with key info on Competition & pricing analyst in tenders

**Achievements:** Major orders executed worth more than 50 lakhs in 2 years with major defense entities such as HVF & CVRDE, Chennai

* Added more than 23 significant number of new customers thereby expanding the business volumes
* Reduced old outstanding receivables from different customers, from 13.15 lakhs to 1.72 lakhs Rupees by constant perseverance & follow-up
* Brought back (**8)**, significantly important dissatisfied customers with the company back into fold

**Additional Qualification**:

* Fair knowledge on Computers, & different MS Office packages and Internet
* Awarded NCFM Certifications on different modules of the Securities & Capital Markets of the Indian Financial Services

**EDUCATIONAL QUALIFICATION:**

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| **GRADUATION** | **INSTITUTUION** | **YEAR** |
| M.B.A. (Finance & Marketing) | Madras University | 2000 – 2002 |
| B.E (Electronics & Communication) | Bangalore University | 1995 – 1999 |

**PERSONAL PROFILE:**

Age : 38

Marital Status : Married

Languages Known : English, Hindi & Tamil.

Driving License : Valid Omani & Indian licenses

**Merits:**

* Secured 99% in Science in CBSE Examination held in the year 1992-93.
* Active member in the DUKE OF EDINBOURGH SCHEME (UK) for social service
* Received scholarship award for meritorious academic excellence in MBA curriculum
* Member and registered with AMFI as a Mutual Fund Advisor and Analyst.
* **References :** Can be shared on request