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| VyravanVyravan.365062@2freemail.com **Sales, Marketing, Business Development, Procurement, Import/ Export / Operations**  |
| Proficiency in formulating, developing and implementing yearly business strategies to ensure attainment of revenue goals and profitable sell-through**Location Preference:** UAE - Dubai/ Qatar/ Kuwait/ India - Chennai & Bengaluru**Industry Preference:** Open/ Automotive - Aftermarket - Bearings/ Spare parts |
|  Executive Profile* Strategic sales and Business Development specialist with **nearly 20 years** of cross-cultural experience in automotive spare parts experience in sales, marketing, business development as well as commercial operations
* Proficiency in managing the entire export operations encompassing export marketing, finalization & QC of consignment, Pre/Post Shipment documentation, bank interaction, customs
* Expertise in delivering outstanding sales and marketing outcomes in highly-competitive markets
* Expertise in networking with prospective clients while simultaneously generating business from existing accounts; skilled in initiating & developing relationships with key decision-makers in target organizations for business development
* Excellence in developing and appointing new channel partners to expand reach in the market and coordinating with dealers & distributors to assist them to promote the product
* Track record of successfully ramping-up business assignments while working in coordination with clients & ensuring effective service deliverables
* Excellent knowledge in AS 400, Sap, MS-Word, Excel, PowerPoint, Tally ERP
* A keen planner, strategist and implementer with precision in devising and implementing strategies aimed at ensuring effectiveness of operations, realization of sales & business promotion targets, with key focus on ROI

 Education & Credentials* **MBA (Marketing)** from Manonmaniam Sundaranar University, Tirunelveli, India in 1996
* Diploma in Computer Applications from Computer Point, Chennai, India in 1993
* **B.Sc. (Physics)** from Madurai Kamaraj University, Madurai, India in 1992
 |  Key Impact Areas

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| Sales & Business Development |
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| Distribution Management & Dealer Development |
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| Order Management |
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| Supplier Development |
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| Inventory Mgmt./ New Product Development |
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| Revenue Generation/ Brand Management |
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| Sales Budgeting & Forecasting |
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| Key Account Management |
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| Client Relationship Management |
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| Team Management |
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 Key Skills

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| Communicator | Innovator |
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| Collaborator | Thinker | Intuitive |
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|  Career TimelineUniversal Synergy LLC, Dubai, (AL Tasaheel Group, Oman) as Sales & Marketing Manager-Automotive PartsDynatrade, Dubai (Bahwan Group, Oman) as Senior Executive – Export SalesWestern Auto, Dubai (ETA Group, UAE) as Export Manager – PartsKoyo Middle East, Dubai, (Jtekt Corp, Toyota Group-Japan) as Sales & Business Development ManagerAug’97 - Mar’05Aug’11 - Mar’16Apr’16 till dateApr’05 - Jun’11 |
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|  Professional Experience**Apr’16 till date****Koyo Middle East, Dubai, (Jtekt Corp, Toyota Group-Japan) as Sales & Business Development Manager;** reporting to MDHeading the team of 5 Sales people**Area:** Africa & Middle East**Key Result Areas:*** Directing the sales and business development of Koyo Bearings in MENA region for Automotive Aftermarket, OEM and Industrial business sectors
* Managing the complete sales operations for MENA and leading a team of 5 Sales (Direct reports)
* Responsible for Sales strategies, Budgeting, Forecasting, Profits & Pricing, Cost control, Inventory management, People management & development
* Providing timely, accurate, competitive pricing of all distributor inquiries, while striving to maintain maximum profit margin
* Visiting the distributor base frequently in order to develop and maintain strong relationships
* Conducting distributor audits to identify their market presence/reach, inventory availability and handling, sales and marketing support to their dealers, market potential and competitor activities analysis
* Assisting the procurement department to order the right part numbers and quantity and ensure them to maintain the right level of inventory in order to meet the distributors demand
* Training and consulting of all distributorship management personnel to ensure a thorough understanding of the company’s programs, policies and procedures
* Conducting various seminar program to the distributors and its dealers to educate them the technical aspects of the Koyo bearings
* Actively conducting the marketing events such as exhibitions and product presentations in order to improve the Koyo brand image
* Assisting the finance department in accounts receivables, credit approvals
* Responsible for new distributors development and managing the sales of existing distributors

**Highlights:*** Successfullylaunched a new price list for distributors with unified currency to overcome parallel competition thereby increased sales by 30%

**Aug’11 - Mar’16****Universal Synergy LLC, Dubai, (AL Tasaheel Group, Oman) as Sales & Marketing Manager-Automotive Parts;** reported to GMLed the team of 3 sales people**Highlights:*** Led the sales and marketing of genuine as well aftermarket parts for Trucks as well as for passenger cars for MENA region to achieve the sales budget
* Responsible for sales planning, budget, sales forecast, profitability, inventory management
* Led the Sales and Purchase Team of 6 people and provide proper direction and provided guidance to achieve the organizational goals
* Dealt with:
* Genuine parts for Toyota, Nissan, Honda, Mitsubishi, Mercedes Benz , BMW, Audi and Volkswagen
* Aftermarket truck parts for Mercedes, Volvo, Scania and MAN
* Aftermarket parts brands such as Mahle, Sachs, Eurorricambi, Textar, Febi Bilstein, Meyle and company's own brand UNI BRAKE
* Visited various Middle east and African markets to develop new customers for the company as well as maintaining strong relationship with existing customers
* Maintained an optimum level of inventory for all the fast, medium and slow movers ensure proper movement of all the part numbers
* Analyzed competitor's activities and their market share, strengthened the parts business in region and increase the sales volume to meet Sales budget was my prime responsibility
* Conducted weekly, monthly meetings for Sales review and Accounts receivables

**Highlights:*** Identified new suppliers & customers for genuine parts business & sales increased by 40%
* Managed the overall sales, procurement and inventory operations of spare parts for Japanese, Korean, European passenger cars and European trucks

**Apr’05 - Jun’11****Western Auto, Dubai (ETA Group, UAE) as Export Manager – Parts;** reported to GMLed the team of 6 Sales People and 2 Purchase Assistants | **Area:** African countries, Middle East & Russia**Role:*** Handled the export Sales for European aftermarket parts for Trucks as well as for passenger cars for MENA region
* Led Export Sales Team of 4 people and played a key role in deciding the prices for orders from export customers
* Visited various Middle East and African markets to boost the export sales with the existing customers as well as from new customers
* Directing the purchase team for order planning , range addition , regular availability of inventory based on the market demand
* Successfully established the company's own brand WESTERN for replacement parts for trucks and batteries
* Dealt with various parts manufacturers from Germany, Italy, Malaysia, India and China
* Responsible for accounts receivables for Export division

**Highlights:*** Tapped new export customers; identified new parts supplier from India & China for co.’s own brand development
* Leveraged skills in dealing in aftermarket parts for European trucks, trailers and car parts
* Successfully established over 30-potential customers in export regions
* Noted for dealing with spare parts for world famous trucks and trailers like Mercedes Benz, MAN, Volvo, Scania, BPW, SAF and cars like Mercedes Benz and BMW, Volkswagen
* Credited for dealing with world renowned spare parts brands for trucks and trailers like:
* Mahle, Ks, Wabco, Jost, Hella, VDO, Sachs, FTE, Lemforder, Bosch, Hengst, LUK, FAG, INA, KKK, Glyco
* Goetz, Euroricambi, Nural, GK, Behr, BALO, BF, Diesel technic, Febibilstein, Febi, Hengst, Meyle, Truck Tec and world renowned spare parts brands for cars like TEXTAR, MEYLE, Nissens, ERNST, Pierburg, Contitech, DEPO, FIFT and so on

**Aug’97 - Mar’05****Dynatrade, Dubai (Bahwan Group, Oman) as Senior Executive – Export Sales;** reported to AGM-Sales & Marketing-Exports**Highlights:*** Steered the overall sales operations for European truck and car parts, for export sales & marketing across Middle East & African countries
* Key customers from Nigeria, Cameroon, Algeria, Libya, Mali, Mauritania Saudi Arabia, Yemen, Qatar, Sudan, Jordan, Syria, Lebanon, Kenya, Tanzania and Uganda
* Dealt with key European trucks & trailors (Meredes, MAN, Volvo, Scania, BPW, SAF) and Cars (Benz, BMW, Volkswagen) and its products such as:
* Mahle and KS engine parts, Wabco brake parts, Hella electrical and lamps
* Sachs clutch parts, FTE cylinders, Hengst filters, Glyco engine bearings
* FAG and INA bearings; ZF and Eurorricambi gear parts, Beral and Textar brake linings and brake pads
* BEHR and NISSENS radiators, BALO and BF crankshafts; diesel technic, Trucktec, KM, and Febisuspension, wheel parts; successfully handled over 60 customers
* Successful in accomplishing rise in export parts sales from AED.0.600 million to AED.2.500 million per month

C:\Users\apeksha.sood\Desktop\apeksha april onwards\VR EDITABLE\Icons\Courses-Attended24x24icons.png International Exposure* Travelled countries Such as Iran, Saudi Arabia, Qatar, Bahrain, Yemen, Jordan, Syria, Lebanon, Sudan, Kenya, Tanzania, Uganda, Ethiopia, Egypt, Sri Lanka and China

C:\Users\apeksha.sood\Desktop\apeksha april onwards\VR EDITABLE\Icons\itskills24x24icons - Copy.png IT Skills* MS Office, AS 400, SAP and Tally ERP

C:\Users\apeksha.sood\Desktop\apeksha april onwards\VR EDITABLE\Icons\Training-Attended24x24icons.png Trainings* Attended:
* Training in Accelerating Sales and Marketing Performance from IIM, Bangalore in 2009
* Technical Training for Needle Roller Bearings (NRB) at Wuxi, China in 2016
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|  Personal Details**Date of Birth:** 20th March 1972**Languages Known:** English, Arabic, Hindi, Tamil and Malayalam**Address:** AL Nahda, Dubai**Nationality:** Indian**Marital Status:** Married**Driving License:** Having Valid UAE Driving License |