|  |  |
| --- | --- |
| Vyravan  [Vyravan.365062@2freemail.com](mailto:Vyravan.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   |  | | --- | | Sales & Business Development | |  | | Distribution Management & Dealer Development | |  | | Order Management | |  | | Supplier Development | |  | | Inventory Mgmt./ New Product Development | |  | | Revenue Generation/ Brand Management | |  | | Sales Budgeting & Forecasting | |  | | Key Account Management | |  | | Client Relationship Management | |  | | Team Management | |  |   Key Skills   |  | | --- | | Communicator | Innovator | |  | | Collaborator | Thinker | Intuitive | |  | |
| Career Timeline  Universal Synergy LLC, Dubai, (AL Tasaheel Group, Oman) as Sales & Marketing Manager-Automotive Parts  Dynatrade, Dubai (Bahwan Group, Oman) as Senior Executive – Export Sales    Western Auto, Dubai (ETA Group, UAE) as Export Manager – Parts  Koyo Middle East, Dubai, (Jtekt Corp, Toyota Group-Japan) as Sales & Business Development Manager  Aug’97 - Mar’05  Aug’11 - Mar’16  Apr’16 till date  Apr’05 - Jun’11 | |
|  | |
| Professional Experience  **Apr’16 till date**  **Koyo Middle East, Dubai, (Jtekt Corp, Toyota Group-Japan) as Sales & Business Development Manager;** reporting to MD  Heading 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 GM  Led 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 GM  Led 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 | |
| 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 | |