BIRJU

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[BIRJU.367603@2freemail.com](mailto:BIRJU.367603@2freemail.com)

Objective: Seeking career enhancement opportunities in Global Sales & Business Development with

growth oriented organization of high repute.

**Professional Précis**

* Energetic Business Development professional with over **15+** years of qualitative experience ,cross-functional leadership experience in Development , Sales and Marketing of Cable Accessories , Earthing & Lightning Protection products/solutions & Customized Engineering Components in diverse geographies and can handle adversity with courage and conviction, a quality that sets apart from many.

**Academia**

* **Post Graduate Diploma in International Business – “INDIAN INSTITUTE OF FOREIGN TRADE” – March 2013.CGPA 3.44/4.33**
* **E-Commerce – Asset International – Mysore-India** Oct 2001.
* **Bachelor, Mechanical Engineering** from Karnataka University,Dharwad (KUD)-Oct 2000. Secured First Class with Distinction74%
* **HSC – J.T. Pre-University College – Gadag –** Karnataka-India, Apr 1996. (59%)
* **SSC – Loyola High School – Gadag –** Karnataka-India, Apr 1994. Secured First Class with Distinction. (84.35%)

**Experience**

Oct 2015 - Present: General Manager – Total Connexons Electrical LLC – Dubai.

* Responsible to handle Sales/systems/services & Profitability. Specialist in Cable Accessories, Earthing & Lightning Protection.
* Strategy development in-line with Managers and successful implementation.
* New Business Development, Create pipeline of business opportunities to make sustainable business over long term.
* Establish and maintain effective customer relationships to understand customer needs. Identifies and develops sales opportunities.
* Prepare strategies and sales plans, perform regular status reviews and propose recovery plan(s) in case of potential order shortfall.
* Prepare business plans as required to include regular visit plans to maximize sales in the identified countries.
* Assist in the setting of financial and product budgets by market and customer.
* Create added value for the customer and ensures the successful outcome of transactions, contracts and proposals.
* Establish suitable distribution channels in the identified countries.

**2014- Oct 2015 – Manager-International Business, Raychem RPG – Mumbai – India.**

Head-Product Management Group for portfolio of Cable Accessories, Earthing &Lightning Protection products & solutions.

* Design Analysis, Drawing Release, Commercials, Product Development, International Certification & Approvals, Technical Documents for Product Pre-qualification, Team building, Technical training to Regional Sales team & Overseas Customers.
* Product Manager for Cable accessories/ allied products viz Ex Proof Cable Glands, Industrial Cable Glands ,Cable Lugs, Cable ties, Markers Tags, Bands & Buckles, Earthing & Lightning Protection System, Connector Fittings & variety of Engineering components for Electrical & Electronics.
* Team Leader for design, development, & External Approvals like **IEC Ex, ATEX, UL, CE, SASO, SONCAP, KUCAS, DNV, ABS**, etc. suits product/market requirement.
* Instrumental in mapping the Electricals segment accurately for generating business inquiries for Cable accessories,Earthing & Lightning Protection accessories.

**Significant Highlights:**

* Project Lead & Successfully executed a Benchmark projects for developing, & getting valuable International Certifications like
* **ATEX (Ex‘d’ & Ex ‘e’ Certification)** for Explosion proof Cable Glands.
* **IEC Ex Systems Certification.**
* **UL & CE** for Industrial Cable Glands & Aluminium Enclosures (Junction Boxes), Stainless Steel Cable Ties.
* **UL** for Cable Lugs, Copper Bonded & Solid Copper Earth Rods, Metallic/Non-Metallic Cable Ties, Earthing & Lightning protection accessories.
* BS,EN,IEC Certifications for Lightning , Earthing & Grounding Components.
* Regional Certifications viz **SONCAP, SASO, GOST R, RMRS, KUCAS** as to assure consumers that exported products comply Country regulations.

2012-2014 – Deputy Manager-International Business, Raychem RPG – Mumbai – India.

* Evolving a complete Costing Model for Engineering Components to suit Customer’s expectation.
* Organization wide care taker to carry out impact of Currency on Business Metrics.
* Hands on experience in sourcing Engineering Commodities (Ferrous/Non Ferrous/Plastics) & Engineering components
* Managing complete Indian market for commodity sourcing & developing new suppliers & products.
* Exposure to international procurement and related rules and regulations

2010-2012 – Assistant Manager-International Business, Raychem RPG – Mumbai – India.

* Heading the RFQ department with contribution in developing / sourcing strategies both locally & internationally & share rich experience of product development.
* International commodity pricing trends. Direct interface for monitoring LME fluctuations, Alloy Surcharge & incorporating into Costing Model & ensure the price revision with Customers on the basis of global commodity rate fluctuations.
* Skilled in handling new products, developing, analyzing and evaluating various process costs in respect to current industry trend.
* Expertise in Business Development Strategies, Purchasing & Negotiation skills, Mechanical processes for product development & successful execution, Communication skills & New Ideas.
* Ensuring premium pricing for the top branded commodity products overseas.
* Streamlined the creation of MIS (monthly) for entire SBU Metrics.

2008-2010 – Sr.Executive Vendor Development, Raychem RPG – Mumbai – India.

* Responsible for identifying the supplier, negotiation & ensure that parts being Developed & Delivered as per Quality standards & Time Schedule.
* Lead and co-ordinate all NPI (New Product Introduction) activities with Engineering team, Manufacturing Team, Sourcing and Vendors.
* Lead and co-ordinate the Engineering Change Requests / Engineering Change Order incorporation in timely

manner to minimize production loss and delay in implementation.

* Support compliance to Quality System Requirements of the Organization.
* Drive Process Quality and Customer Quality Improvements.
* Co-ordinate and lead all the statutory audits for process / product.
* To impart training for operators regarding Quality functions & Quality Characteristics of products.
* To look after implementation of QMS & Quality plans on daily basis.
* To generate Quality reports & records as per record keeping procedure.
* Receipt of Original Samples/Drawings, Conversion into AutoCAD, Preparing Control Plans, Process Flow Chart, FMEA, PPAP.
* To liaise with Materials Department in Vendor Development/Appraisal activities.

**Proficiency Matrix**

# General Manager – International Business.

# Head PMG - International Business Division.

# Expertise in project management including handling of multiple projects of varying scales. Team Leader on Product Certifications

# Product Development

# Product Cost Estimation & Analysis

# Strong Techno Commercial Skills

# Pricing Manager Ability to energize, influence and build relationships at all levels within the organization. Proven ability to execute, multi-task, and deliver on commitments.

Good communication and analytical skills.   
**International Exhibitions :**

Participated in Worlds Power and Energy Fairs in MENA region, GCC, Europe & South East Asian countries.

* Generating new contacts, active interaction with prospective customers, better understanding of customer’s requirement (technical & commercial) that enabled us for better enquiry conversion on Customized Engineering components , Cable Accessories like Cable Ties , Bands & Buckles ,Marker Tags ,Cable Lugs , Industrial & Explosion proof Glands etc & , Earthing and Lightning Protection components.
* Successful in associating with various distributors for Cable accessories & Earthing & Lightning protection products.
* Received SIRIM & JKR Approval for Earthing & Lightning Products in Malaysia.
* Techno commercial role of promoting products & solutions to various Consultants & Contractors.

## Nov’01 - Dec’03 with Cockerill Exports Pvt. Ltd. Mumbai, Engineer -Quality Assurance .

**Key Accountabilities:**

* Responsible for preparation of Quality Plan, Process Flow Chart , Production Part Approval Process , Failure Mode & Effective Analysis , Routine Inspection activities for Machined & Fabrication/Stamped with good Exposure to Auto Cad & Solid Works helpful for development.
* Expertise in usage of all Measurement & Inspection Instruments.
* Designing of Special Purpose Gauges as per requirement.

**Workshops & Trainings Attended**

1. Workshop on Dimensional Metrology @ Institute for Design of Electrical & Mechanical Instruments (IDEMI), Sion, Mumbai.
2. Design of Pressure Die Casting Tools , Press Tools , Plastic Injection Molding Tools , CNC Programming @ Institute for Design of Electrical & Mechanical Instruments (IDEMI), Sion, Mumbai.
3. Inco terms 2010 conducted by International Chamber of Commerce-India (ICC INDIA) and Standard Chartered Bank on Nov 19, 2010 Mumbai.
4. Design for Six Sigma - Green Belt 2014. Project: Software for Selection of Cable Glands.

**IT Skills**

# Office : Proficient at MS Office

# Design : A-Cad & Auto Desk Converter

# ERP : MFG-Pro, Tally, Oracle Business Suite