**Pradeep**

[**Pradeep.368097@2freemail.com**](mailto:Pradeep.368097@2freemail.com) ****

***Aspiring for Challenging Senior Level Managerial assignments in Sales & Marketing /***

***Business Development with a growth oriented organization.***

**PROFESSIONAL SYNOPSIS**

* A dynamic professional with **30+ years** of rich experience in Strategy Planning & Management, Sales & Marketing, Business Development, Launches & Promotions, Key Account Management, Channel Management and Team Management.
* A keen planner, strategist & implementer with demonstrated abilities in devising sales & marketing activities and accelerating the business growth.
* Expertise in managing business operations across the market with key focus on top line profitability by ensuring optimal utilization of resources and effective promotional activities.
* Proven skills in managing teams to work in sync with the corporate objectives & motivating them for achieving business and individual goals.
* An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities. Possess a flexible & detail oriented attitude.

**CORE COMPETENCIES**

* ***Strategy Planning & Management***
* Establishing short / long term budgets in tune with the corporate strategies for achieving business targets.
* Business planning, forecasting and analysis for assessment of revenue potential in business opportunities.
* Analyzing & reviewing the market response / requirements and communicating the same to the sales teams for accomplishment of the business goals.
* ***Sales & Marketing / Business Development***
* Overseeing the sales & marketing operations thereby achieving increased sales growth.
* Utilizing client feedback & personal network to develop marketing intelligence for generating leads.
* Identifying streams for revenue growth & developing marketing plans to build consumer preference.
* Conducting competitor analysis by keeping abreast of market trends & achieving market share across the upcountry & rural market.
* Coordinating & organizing promotion and branding activities to create market brand visibility.
* ***Key Account Management***
* Developing relationships with key decision-makers in target organizations for business development.
* Interfacing with the clients for suggesting the most viable product range and cultivating relations with them for securing repeat business.
* Ability to analyze the current project business and accordingly position the manpower for sales and marketing.
* Managing activities pertaining to finalization of deals for smooth execution & order processing.
* ***Team Management***
* Leading, mentoring, training & monitoring the performance of team members to ensure efficiency in process operations and meeting of individual & group targets.
* Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst team members.

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**ORGANISATIONAL EXPERIENCE - UAE**

**From June 2014 till date – employed with Arco Interiors, an Interior Fit-out Solutions Provider as Business Development Manager**

***Key Deliverables***

* Accountable for Market development and tapping of prospective resources
* Meeting Consultants, Contractors, Interior Designers and end-users with the focus of providing Innovative Workspace Solutions
* Providing and utilizing Market Intelligence Reports as input to prepare Sales Forecasts.
* Assisting in Project Management by actively liaising between Client and Project Manager.

**From October 2010 to May 2014 - Handling own business Pragmatic Solutions Technology LLC (Audio Visual Industry) as Partner / Commercial Director**

***Key Responsibilities***

* Accountable for Market development and tapping of prospective resources
* Meeting Consultants, Contractors, Interior Designers and end-users with the focus of providing customized Audio Visual Solutions and establishing the company for all AV Requirements
* Monitoring the competitors’ activities, performing half yearly reviews of market share vis-à-vis competitors.
* Obtaining and utilizing Market Intelligence Reports as input to prepare Sales Forecasts.
* Training, Motivating and leading Sales Team.
* Performing timely appraisal of team members and rewarding them for achievements.
* Ensuring adherence to the collection policy.

***Notable Achievements***

* *Succeeded in launching the company with major 5-Star Hotels and Educational Sector earlier monopolized by other AV Companies*
* *Succeeded in launching and establishing the brand* ***‘ConnecTVT’*** *with Furniture companies for Cable Management Solutions.*
* *Achieved recognition and preference for the company and its activities with major Hotels and associated Partners.*
* *Launched the company for AV Consultancy services apart from existing scope of AV Integration.* **Business Development Manager**

***Major Contracts Achieved***

* *Aecom Offices in Abu Dhabi (AV Works for Offices at 4 Floors)*
* *Tamkeen Offices In Abu Dhabi (AV Works)*
* *Thomson Reuters Offices in Dubai (AV Works)*
* *Hyatt International Offices in Dubai (AV Works)*

**From June 2001 to May 2010 – employed with Summertown International FZE as Business Development Manager**

***Key Deliverables***

* Accountable for Market development and tapping of prospective resources
* Meeting Consultants, Contractors, Interior Designers and end-users with the focus of providing Innovative Workspace Solutions
* Providing and utilizing Market Intelligence Reports as input to prepare Sales Forecasts.
* Assisting in Project Management by actively liaising between Client and Project Manager.
* Obtaining Approvals from Regulatory Bodies like Civil Defense and Dubai Municipality.
* Adhering to the collection policy and preparing collection plans on monthly basis.

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**ORGANISATIONAL EXPERIENCE – UAE (Contd.)**

***Notable Achievements***

* *Played a pivotal role in launching the company in Dubai Market from its nascent stage to its current individual Multi-million annual turnover.*
* *Succeeded in launching and establishing the* ***‘Fire Rated Doors’*** *as a specialty product.*
* *Achieved recognition for the company and its activities with major Consultants and associated Partners.*

***Major Contracts Achieved***

* *Dubai Mall Hotel (Fire Rated Doors)*
* *Al Mazaya Real Estate (Turnkey fit out)*
* *EMC Offices (Design & Build Turnkey Fit Out)*
* *Procter & Gamble (Joinery & Civil Works)*

**January 1998 to May 2001 – With Engineering Contracting Co. – Joinery Division, a leading Joinery and Decoration Company in Sharjah as ‘Technical Sales Engineer / Project Coordinator’**

***Key Deliverables (as Technical Sales Engineer)***

* Responsible for Market Development and tapping of prospective resources.
* Meeting Consultants and Contractors with the focus of promoting the products and getting the company specified for forthcoming projects.
* Providing and utilizing Market Intelligence Reports to prepare Sales Forecast.
* Sales Realization

***Key Deliverables (as Project Coordinator)***

* Responsible for obtaining approvals on Samples Submittals
* Production follow-up at Factory level to ensure timely deliveries
* Follow up for installation schedule to ensure timely completion and handing over of the project.
* Liaison with subcontractors for the execution of the project
* Sourcing of material required for the project and developing suppliers

***Major Contracts Achieved***

* *Emirates Towers Hotel Project*
* *21 Villa Project in Dubai*
* *Al Ghurair Refurbishment Project*

**September 1996 to December 1997 – With Crawford Door Middle East, Sharjah as ‘Technical Sales Engineer’**

***Key Deliverables***

* Accountable for Market development and tapping of prospective resources.
* Meeting Consultants, Contractors and End Users for the promotion of Electronic Garage Doors.
* To ensure accuracy in product specifications and its compatibility with the area of use.
* Sales Realization

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**ORGANISATIONAL EXPERIENCE – UAE (Contd.)**

**June 1993 to September 1996 – With Alpha Plus Trading Company, Dubai as ‘Sales Executive’ – Building Material Division**

***Key Deliverables***

* Being the first Sales Person to join the Organization, I have launched its products successfully in the competitive markets of Dubai, Sharjah, Ajman, Abu Dhabi & Al Ain
* Market Development and tapping of prospective resources.
* Penetrating the hardware market for promoting the company brands of building material
* Sales Realization.

***Notable Achievements***

* *Successfully launched the Company brand of Silicon Sealant ‘****DealSeal****’ and obtained a competitive edge and market share in the industry*
* *Proven record of consistently achieving the stipulated monthly sales and collection targets.*

**ORGANISATIONAL EXPERIENCE – INDIA**

**June 1983 to December 1992 – Worked with major Pharmaceutical companies in India as ‘Front Line Manager’**

**Companies Worked for: Bombay Tablet Manufacturing Co.**

**Alintosch Pharmaceuticals (Subsidiary of *Baidyanath*)**

**Synthiko Formulations**

**Associated Laboratories – started career as Medical Representative**

***Key Deliverables***

* Appointing and developing a team for the Mumbai market.
* Identifying and hiring distributors
* Training and motivating the team members for accomplishing the business targets and managing collections as per policy.

***Notable Achievements***

* *Achieved Best Team Award for consistency in achieving the stipulated Sales Targets.*
* *Achieved Proficiency in Detailing Award.*
* *Achieved Excellency in Detailing Award.*

**ACADEMIC QUALIFICATIONS**

Bachelor’s Degree in Science (B.Sc.) from Bombay University

**PROFESSIONAL TRAINING PROGRAMMES ATTENDED**

Attended 2-Day Seminar on ‘Sales Techniques’ conducted by M/s. Mercuri International

Attended ‘Bullet Proof Manager’ Program conducted by M/s. Mercuri International

Attended various in-house seminars and Sales Skills & Trainings

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