

**RESUME**

**Name** Sundaram

**Date of Birth** 27. July.1965

**Address** Dubai, **UAE.**

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**Educational Qualification** Bachelors of Commerce,

Osmania University,

Hyderabad, India.

**Marital Status** Married

**Work Experience**

**Business Development Manager. (August 2015 till Current).**

**M/s. Berry Floor - Al Ameemi International.LLC, Dubai, UAE**.

* Berry Floor is a leading contract flooring company in the UAE, with presence since 1997.
* Reporting directly to the **CEO**.
* Responsible for the entire sales team of 6 Executives. Successfully bagged few important accounts.
* Trained the sales team in other flooring products like PVC, Carpets & Carpet tiles & product presentation.
* Added new products thereby increasing reach .Getting products specified with Architects, Interior designers and Engineering Consultants.
* Developed system of reporting and job execution.
* Projects selling techniques.
* Identification of new projects. Handling major clients and jobs

Al Ameemi is distributors and installers for **M/s. Pergo, Belgium** manufacturers of laminated flooring. **M/s. Universal** **Flooring,** Belgium**. Exterpark** indoor & outdoor decking products**.**. **M/s.PG.Model,Canada** manufacturers of solid woodflooring. **Canquest** Flooring, Canada, Jansen Raised Access floors Belgium,. **2tec2** woven vinyl, Belgium

**Senior Sales Manager-Tamil Nadu & Pondy** (**May 2013 till June 2015)**

**M/s.Knauf AMF India Pvt. Ltd**

Worked as Senior Sales Manager for **Tamil Nadu & Pondicherry,** based in **CHENNAI**. My job is to regularly make product presentation to **Architects, Consultants, Interior Designers & Clients** and to get the products specified. Follow up with Main Contractors & Interior Fit out Contractors, Builders & Developers to make sure the material is procured on time and to enable smooth and timely execution of work. Ensure quality workmanship. Meet Dealers & Distributors for minimum stock level maintenance, regular market watch, joint meetings. Increase client database. Keep track of projects-upcoming, ongoing and new ones. Operating independently.

Knauf AMF, Germany is a 50 years old company & market leader in **AMF** brand of mineral fibre false grid ceilings and **Heradesign** acoustical wall panels. AMF ceilings is a part of KNAUF Group, Germany.

**Sr.Sales Manager - Wooden Flooring Divn. (August 2011 till July 2012).**

**Al Reyami Walls & Floors, Dubai, UAE.**

* Increased client base, due to new products.
* Market exposure of RWF as a wooden flooring company.
* Product specification by Architects, Designers and Consultants.

Worked as **Sr.Sales Manager** to develop the wooden flooring division. Reyami Walls & Floors is presently strong in other floor covering like Carpets & PVC flooring. RWF also sells Raised Access Floors. Successfully developed the wooden flooring section by adding new products, thereby increasing the client base.

Al Reyami Walls & Floors is a part of well known and widely diversified Al Reyami Group, with over 30 divisions and more than 8000 employees.RWF is installers & distributors for floor covering product like **Weitzer Parkett Austria, Krono** **Laminated flooring Germany, Armstrong Germany and Desso Carpets Holland** and **Milliken Carpets USA.**

**Sr.Sales Manager**

**M/s.Woodfloors Middle East, Dubai, UAE**. (Formerly Al Serkal Group-Wooden Flooring Divn)

**(July 2008 till July 2011).**

* Worked as **Senior Sales Manager** for M/s.Woodfloors Middle East since July 2008.
* My job involves generating new business and adding new products in the flooring division.
* Woodfloors Middle East strength lies in wooden flooring.
* The new items added are PVC flooring and Carpets**.**

Woodfloors Middle East is distributors and installers for **M/s.Karelia & Upofloor OY, Finland** manufacturers of engineered timber flooring and PVC flooring. **M/s.Stockl, Austria** manufacturers of solid wood and engineered wooden flooring. **M/s.Smith & Fong, USA** manufacturers of **PLYBOO** brand of FSC & LEEDS certified Bamboo & Engineered flooringand plywood. **M/s. Kaindl, Austria** manufacturers of laminated flooring.

M/s.Al Serkal Group is widely diversified company based in Dubai, United Arab Emirates with interest in flooring, Tyres, Real estate & Properties, Sanitation works, Environmental Engineering.etc.

**Sales Manager** (Sanitary ware & Flooring Divn.)

**M/s.Kemsol Middle East.LLC, Dubai, UAE. (October 2006 to June 2008)**

M/s.Kemsol ME is part of 300 million dirham’s **Kemsol group** based in the Dubai Jabel Ali free zone having 4 divisions.

* M/s .Kemsol ME has recently branched out into flooring & sanitary ware.
* Was instrumental in creating product and company awareness in the local market.
* Was responsible in breaking new grounds and getting the material specified and approved for a few prestigious projects in Dubai.
* Started the wooden flooring division for my company.
* Achieved given targets/sales successfully.

M/s.Kemsol ME is also the sole selling agents and distributors/installers for **PVC** flooring from **LG Chem. South Korea.**

**Contracts Manager**

**M/s.Al-Ameemi International.LLC, Dubai, UAE**. (Berry Floor)(April 2003 to September 2006).

* Berry Floor is a leading contract flooring company in the UAE.
* Responsibilities were exploring and identifying new clients, projects and products. Getting products specified with Architects, Interior designers and Engineering Consultants.
* Was instrumental in developing business for other flooring like Carpets, PVC (Vinyl), Rubber and also Raised Access floor.
* The only sales person to generate the highest business in our company’s sales history.

Al Ameemi is distributors and installers for **M/s. Berry Floor, Belgium** manufacturers of engineered timber and laminated flooring. **M/s. Berry Tuft, France** manufacturers of tufted carpets. **M/s.PG.Model,Canada** manufacturers of solid wood flooring. **M/s.Polyflor, UK** manufacturers of PVC flooring.

**Business Development Executive**

**M/s.Mehrtash Trading Enterprises (MTE), Dubai, UAE.**

(July 2001 to March 2003).

* MTE is a specialist flooring company and has executed contracts for prestigious projects like **Burj Al Arab,** **Marriott Hotel** etc.
* Although new to contracts business and UAE markets, was able to achieve given sales target successfully.

Mehrtash Trading Enterprises is distributors and installers for **M/s. Gerflor, France** manufacturers of PVC flooring. **M/s.** **Quick Step, Belgium** manufacturers of laminated parquet. **Ulster Carpets, Ireland** manufacturers of Axminster carpets.

**Area Sales Manager**

M/s.Cera Sanitary ware**,** Hyderabad, India (November 1994 to June 2001).

* My job involved generating new Project Sales and executing existing projects.
* Exploring to create new base for clients like architects, project consultants and managing dealer network.
* Penetrating and developing rural market and generating institutional business.

**Sales Executive**

M/s. Fine Fabrics, Hyderabad, India. **(**September 1989 to October 1994).

* Selling furnishing fabrics to institutions like Hotels, Hospitals and Carpet dealer.
* Also managing the dealer network and consumer business.

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| **Skills** | Excellent interpersonal & communication skills | |
|  | Analytical ability |  |
|  | Leadership and Training skills |  |
|  | Team player |  |
|  | Good track record |  |
|  | Strategic Planning |  |
| **Languages known** | **Speak-** English, Hindi, Tamil and | Telugu. |
|  | **Read/ Write** - English, Hindi and | Telugu. |