SNEHASHIS

## Current Location : Dubai, UAE Mobile : +971 504753686

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# Summary :

Dynamic, enthusiastic professional with unique skillsets and more than 17years of experience in Business Development, Sales & Marketing in Building Automation & Controls, MEP, HVAC, Construction, Power & Energy, Oil & Gas, Petrochemical, Iron & Steel and E-Commerce sectors having worked in UAE, Oman, Saudi Arabia and India. A veteran techno-commercial manager with knowledge of engineering products and experienced in Tendering, Procurement, Design, Engineering, Construction, Installation, Testing & Commissioning and after Sales Services. Familiar with International Codes and Standards related to business and industries.

Master in Business Administration (Marketing & Sales) and first class Bachelor of Engineering (Electrical and Electronics). A certified ISO 9001:2000 Lead Auditor. Currently pursuing LEED GA & PMP certifications, achieved requisite PDUs and additionally learning German language.

# Objective :

To secure Director/General Manager position in MENA region, where practical application of prior experience can benefit the firm and whereby Personal Growth and Development can continue.

# Business Knowledge :

* Building Automation, Lighting Controls & ELV systems
* MEP/HVAC, Construction and Infrastructure
* Power and Energy
* Oil & Gas and Petrochemical Industry
* Electrical Engineering Industry
* Iron and Steel Industry
* E-commerce & B2B E-marketplaces

# Career Highlights :

* Worked substantive with Europe, UK, CIS, Asia, China and GCC based global enterprises harnessing profitable business despite varied cultural diversity, leveraging the similarities and differences effectively.
* Expert in Business Development, Sales and Marketing, achieved CAGR 2015-18 62% for Lighting Control products.
* Achieved consultant approvals and developer pre-qualifications with prevailing industry standards/ quality systems.
* Implemented just-in-time Inventories, reducing operational & logistics costs and increased efficiency in most efficient, timely and cost effective manner.
* First Runner-Up of “Best Salesman - International” in Steinel 2018 awards.
* Managed with requisite attention to details, cross functional teams of Accounts/ Logistics/ HR/ Admin/ IT and Sales/ Site Engineers (20plus people).
* Possess Techno-Commercial and Project Management experience handling Construction/ MEP works of large multi-disciplined commercial/industrial projects like airports, shopping malls, hospitals, hotels, restaurants, high-rise buildings etc.
* Possess functional competence with UAE law and legal systems.
* Excellent conceptual and analytical skills, possess ability to understand business dynamics and provide solutions for same. Able to analyze not only present circumstances but can anticipate future events and situations.
* Excellent communication skills, ability to influence, create persuasive impact and motivate people.

# Work Experience :

## February, 2016 to ongoing

**Dubai, UAE Sales Manager**

## PRIMARY RESPONSIBILITIES:

* + P&L responsibility with General Management of Sales, Delivery, Invoicing, Payment Receivables, Inventory Management, handling Warranty and Procurement from factory and its associated logistics follow-up.
  + Plan, direct and monitor execution of Business Development, Marketing and Sales of products & solutions to facilitate achievement of strategies, business goals and sales targets in collaboration with Distributors and System Integrators in regional market.
  + Conduct presentations, workshop and seminars for Consultants, Engineers, Designers and Architects.
  + Participate in Trade Fairs and Exhibitions in Europe and GCC countries.
  + Keep updated with knowledge of lighting standards - CIE, IESNA, BS, regional Gulf Lighting standards like DMA, ASHGHAL, RTA, Kuwait lighting standards etc.
  + Tracking project status after tender is floated and making sure that the specifications are not substituted and the product prices floated in the market are not higher than budgeted price to designers.

## KEY ACHIEVEMENTS:

* + Retained relations with old clients and created new opportunities with consultants, architects, designers and lighting specifiers.
  + Executed successfully first order upon enlistment as new Foreign Vendor for largest value rate contract with Ministry of Defence, Oman for supply of Sensors.
  + CAGR 2015-18 Achieved 62%, growing company revenues 3.8 times.
  + Developed thorough understanding of the pre-qualification process of potential clients and customers and secured approvals for the company products to assure bidding invitations with concerned consultants, project management firms, contract supplier and specialized contractors.
  + Specified Lighting & Control products to High End Clients/Real Estate Developers / Architects / Designers and Government Entities.

## February, 2013 to March, 2015

**Mohamed & Ahmed Alkhonji LLC, Muscat**

## Divisional Manager – Electro Mechanical and Construction PRIMARY RESPONSIBILITIES:

* + Establishing management procedures and control systems for HVAC division.
  + Add new product lines and agencies, in related to HVAC and other industry.
  + Ensure target monthly Invoicing for various products and projects.
  + Business Development, Interfacing with Ministries, Clients regarding upcoming projects and securing new businesses.
  + Inventory Management of materials and Stock Analysis and Ordering.
  + Pricing and putting together Technical & Commercial proposals.
  + Deploy methods to improving current business practices.
  + Approve design of HVAC systems and Cost Estimations.
  + Manage the HVAC design team and coordinate with all internal departments.
  + Interface with Client, Consultant, Main Contractor and subcontractors for execution.
  + Lead, Motivate and Manage the maintenance team.
  + Planning, organizing, motivating, and controlling resources to achieve specific goals.

## KEY ACHIEVEMENTS:

* + Bagged single order value over 1.25Mn USD for HVAC systems.
  + Initiated new pre-qualifications with ministries.
  + Implemented and monitored HSE and QA/QC requirements at workshop and site, resulting in improved efficiency and financial savings.
  + Built, developed and managed key client relationships.
  + Resolved site issues effectively with client, consultant, and other agencies.

## April, 2012 to June, 2012

**Alfanar Technical Services (Alfanar Construction), Jubail Manager – Sales & Marketing**

## PRIMARY RESPONSIBILITIES:

* Service, repair and overhaul of Transformers and Motors for SABIC affiliates, Aramco, SEC, Maaden, Marafiq, SWCC and various ministries.
* Responsible for achieving Sales Target and Annual Budget.
* Approve Cost Estimation and manage daily reports for each Sales person.
* Handle Customer Complaints, Payment Collection and Receivables.

## May, 2010 to March, 2012

**Al Haitam for Ind. and Eco. Dev. Co. (a Mohawarean International Group), Jeddah Manager – Sales (Power Division)**

## PRIMARY RESPONSIBILITIES:

* Sales and Marketing for Power products.
* Prequalification of Distribution products with SEC, OEMs & Contractors.
* Introducing new line of businesses in Generation and Transmission.

## KEY ACHIEVEMENTS:

* + Established Jeddah branch for Power Division.
  + Achieved PQ from Utilities in Western and Southern regions.
  + Achieved first ice-breaking PO and exceeded budgeted sales.

## November, 2007 to April, 2010

**Radya International (a KFB Group of companies), Riyadh Divisional Marketing Manager**

## PRIMARY RESPONSIBILITIES:

1. Financial Responsibility:
   * Achieved annual budgeted gross profit and contribution levels on a consolidated basis. Developed action plans to correct shortfalls.
   * Exceeded budgeted Gross Profit and contribution levels, inflated market share and provided growth opportunities for the company.
2. Relationship Management:
   * Achieved improvement in level of customer satisfaction and retention.
   * Conducted periodic customer satisfaction surveys, monitored lost order incidences, maintained and improved internal quality policies.
3. HR Management:
   * Lead, coached and developed employees.
   * Identified performance development plans and succession opportunities.
   * Implemented continual review and analysis of Employee Satisfaction measures, and implementation of programs to address issues identified.
4. Market Share Growth:
   * Developed & built new profitable businesses in all major business lines consistent with approved country & division strategic plans by developing business plans for each service line and account management plans for key strategic accounts.
   * Grew market share and profitability and ensured retention of key accounts.
5. Strategic Sales Practices:
   * Prepared and presented major sales proposals.
   * Kept vigilant tab on staff expertise and company resources which are relevant to the specific requirements of the client.
6. SWOT Awareness:
   * Maintain awareness of local/national/international laws regulations.
   * Assisted in the development of policies and systems through customers, associations and community interactions.
   * Based on key customers, business situations, local organizations, monitored legislative changes and analyzed their effect on the business.

## KEY ACHIEVEMENTS:

* + Executed approved plans and monitored progress by region and according to product category. Coordinated with COO in developing company pricing policies.
  + Researched and evaluated designated markets to recognize target markets and identified potential users and customers. Gathered market intelligence about relevant projects awarded or to be awarded in the designated markets.
  + Built and maintained relationship with Customer chain (clients, consultant, specialized contractors and subcontractors) and project management firms establishing knowledge and recognition of the company products, its technical integrity and company after-sales service.

## December, 2004 to November, 2007

**MetalJunction Services Limited (A SAIL and TATA STEEL Joint Venture) Deputy Manager – Assets/ Project Sales**

## PRIMARY RESPONSIBILITIES:

* IISCO Key Account Managements for Assets and Collieries. IISCO Payment Collection.
* SAIL & Tata Steel Ferrous & Asset Handling. Probable Bidder Data Preparation. Intimation to Market Makers. Follow QP Processes and COC. Report Quality measures.
* SMS control for All India. Ensure Information and data (technical and commercial) availability in the catalogue.
* Identify and explore new bidders for existing and new products.
* To update market dynamics and industry economic principals.
* To perform financial modelling, research and strategic thinking.
* To provide analysis on all facets to determine effectiveness.
* Compare and Analyze Competitor’s Products.
* Evaluation and determination of new markets and opportunities.

## KEY ACHIEVEMENTS:

* Started using SAP for mandate, invoicing and billing of Assets.
* Prepared catalogues and timelines in tandem with market requirements enabling better participation and higher success rates.
* Facilitated bidders with site visit in time. Sold Oxygen plants of BOC India Limited situated at Durgapur, Asansol and Chennai. Sold Coke Oven Battery No 7, Coke Oven Battery No 10, Steel Melting Shop, Acid Plant and Bat No 7 By-Product Plant, Rolling Stock along with other assets for SAIL – IISCO Steel Plant and Non Moving Assets for SAIL RMD & Tata Steel.
* Rewarded and recognized in February 2006 for extraordinary work put in during several physical auctions i.e Jamadoba Capital Auction, TATA Center PCs, Obsolete Capital.

## February, 2002 to November, 2004 Mobar India Limited, Kolkata

**January, 2003 to November, 2004 Executive (Marketing) – Steel Division February, 2002 to January, 2003 Junior Executive (Marketing) – Steel Division PRIMARY RESPONSIBILITIES:**

* To oversee, support and coordinate all operational issues, technical and commercial, associated with ongoing orders while working closely with various departments (design, engineering & projects, finance, shipping & logistics).
* To prepare Tender Bid Documents and Import & Export contracts.
* Assist in the development of new product strategy and roadmaps that provide sustainable competitive advantage.
* Liaison in order to coordinate the effective implementation of sales and marketing plans.
* Develop all materials and maintenance (promotions, pricing, competitive briefs, messaging, positioning, data sheets, case studies, white papers and channel fact sheets).
* To work with in-direct distribution channels that deliver steel products to small-to- medium enterprises – including Heavy Engineering, Oil & Gas, Marine and Construction Sector.

## KEY ACHIEVEMENTS:

* Appreciation received from overseas shipping owners for implementing standardized document for tracking material and document movement.
* Enhanced IT infrastructure.
* Took along the Ukrainian 8 member team to All India customer visit.
* Jointly organized an event with Calcutta Foundation where the Guests of Honour were Governor, West Bengal and Prof Amartya Sen amongst other recognized who’s who.

## August, 1998 to October, 1999

**Visteon India (an enterprise of Ford Motor Company), Chennai**

Worked as Project Engineer - Energy Conservation with Visteon India (an enterprise of Ford Motor Company). Handled Visteon Chennai Energy Cost Reduction Program and achieved annual savings of close to 10% of energy cost. Held the Energy Cell of Visteon to achieve the ISO 14001 certification for the VASI and VPCSI plants. Participated in the Detailed Energy Audit conducted by CII, Chennai.

# Education :

1. Master of Business Administration

(Dual Specialization major in Marketing & Sales and minor in Information Technology) Institute of Engineering & Management. Salt Lake, Kolkata – 700 091.

University of Kalyani

Year: 2002 Result: Second Class (54%)

1. B.E. (Electrical and Electronics Engineering)

Dr. M.G.R. Engineering College, Maduravoyal, Chennai – 600 102. University of Madras

Year: 1999 Result: First Class (64%)

1. Standard XII – (A.I.S.S.C.E.)

Madnawati Public School, Ainthapalli, Sambalpur – 768 003. Central Board of Secondary Education

Year: 1994 Result: First Division (68%)

1. Standard X – (I.C.S.E.)

Frank Anthony Public School, Beniapukur, Kolkata – 700 014. Indian Council of Secondary Education

Year: 1992 Result: First Division (68%)

# Projects handled :

1. In accordance to the partial fulfillment of the 1st year M.B.A. Degree program carried out a successful summer training on "March of E-Marketplaces" at Satyam Infoway Limited, Kolkata for a period of one month from 01/06/2001 to 30/06/2001.
2. In accordance to the partial fulfillment of B.E. Degree program, carried out a successful program on “Energy Conservation Opportunities” at Visteon India (an enterprise of Ford Motor Company), Chennai for a period of six months from 05/09/98 to 13/04/99.

# Training :

1. Completed training in Industrial Energy Audit under guidance of Energy Management Cell, CII, Chennai during the period 15th to 26th March 1999.
2. Underwent training in Manufacturing Processes of Steel and its application, SAP, 5S, Team Building and Time Management at Metaljunction.
3. ISO 9002 Lead Auditor/ Auditor.
4. VMS Awalgulf HVAC systems at Oman.
5. Trained in Lighting Control Systems at Steinel GmbH, Germany.

# Computer Proficiency :

Proficient with Windows and MS-Office Ability to use SAP and other ERP softwares Autocad friendly for MEP and HVAC drawings

Thorough understanding of Internet Technologies Active with Social Media Networking applications

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| **Languages Known :** |  | | |
|  | **Speak** | **Read** | **Write** |
| **English** | Excellent | Excellent | Excellent |
| **Hindi** | Excellent | Excellent | Excellent |
| **Bengali** | Excellent | Good | Fair |
| **Tamil** | Good | Poor | Poor |
| **Oriya** | Good | Poor | Poor |
| **Arabic** | Good | Fair | Poor |

# Personal details :

1. Date of Birth : 1st September, 1976
2. Place of Birth : Dhanbad, India
3. Marital Status : Married and Two Children (12yrs & 9yrs)
4. Passport Details : INDIAN

Date of Issue : 3rd Sep, 2014 Date of Expiry : 2nd Sep, 2024 Place of Issue : Muscat, Oman

1. Driving License : UAE valid until Sep/2025, KSA until Jan/2020

# Extra Curricular Activities:

Driving, Travelling, Swimming, Reading, Chess, Tug-of-War, Music

# Snehashis Place: Dubai, UAE