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**Senior Sales & Marketing Management**

**Professional**

**CAREER OBJECTIVE**

A **Sales Manager** position in the engineering, manufacturing and oil/gas industries where my competency level, sound expertise and rich experience can be useful for your organization.

**CAREER SUMMARY**

Sales and marketing executive with more than 15+ years of experience creating and building highly profitable business entities.Proven record of success obtaining and maintaining revenue streams in a volatile industry, while utilizing marketing abilities and creativity to secure new business. Overall background includes a combination of managing marketing and sales teams, and developing long-term business relationships. Technically versed on most aspects of sales/business development with diverse marketing abilities that may be used in any industry.

• High-Level Relationship Management • Sales Training & Tools

• Financial Analysis and Planning • Product Development & Promotion

• Corporate Development • Operations Management

• Strategic Planning • Organizational Management

• Customer Relationship Management • Contracts & Negotiations

• Marketing Plan Development • Key Account Management

**EMPLOYMENT EXPERIENCE**

**Marketing and Sales Business Development Manager 2010 to 2015 Feb**

Apex Trading Co, Abu Dhabi, the UAE

• Manage sales teams' daily activities.

• Establish and adjusts selling prices by monitoring costs, competition, and supply and demand.

• Complete sales operational requirements by scheduling and assigning employees; following up on all work results.

• Lead, control the sales operations nationally to ensure, achievement of budgeted sales, gross margins, and net contribution.

• Develop specific plans to ensure revenue growth in all products.

• Assist sales personnel in establishing personal contact and rapport with top echelon decision-makers.

• Maintain sales volume, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors.

• Contribute to team effort by accomplishing related results as needed.

• Formulate strategies to tackle and stay ahead of the competition.

• Liaise with technical team to ensure technical issues are resolved.

• Identify, qualify and close new customer sales opportunities to generate sales revenues that meet or exceed assigned goals.

• Conducts introductory and high-level presentations including the demonstration of solutions.

• Dedicate the preponderance of time in face-to-face and/or direct communication with customers and prospects.

• Forecast business and sales pipeline as required, update management on the status of all prospects, in-process sales cycles and potential revenue

• Conduct continuous prospecting activities and build a sales pipeline sufficient to support achievement of sales revenue goals.

• Lead the sales team through focused planning and communication through the successful execution of the sales cycle.

**Sales and Marketing Engineer 2005 to 2010**

Crawford Door Middle East, Abu Dhabi, the UAE

• Developed strategic and tactical marketing plans.

• Set sales goals and analyzed opportunities to grow market share and increase visibility.

• Served as key liaison between executive management, sales teams, and business managers in the area of custom design and product development.

• Assisted Senior Management on joint venture projects and advised them on important matters.

• Provided innovative sales/marketing programs designed to increase sales and market share, enhance employee relations, and build customer service and support.

• Actively increased referral rates through creating referral program for customers.

• Identified, assessed and analyzed markets and customer needs.

• Set specific quantifiable business result goals for region with key managers.

• Created and implemented trade show presentations.

• Developed and introduced a successful and comprehensive new sales program to better identify new business opportunities and improve closing ratios.

• Drove tactical initiatives to capture increased market share and strengthen company recognition.

• Made presentation on company and products and answered potential customers' questions.

• Worked with customers, partners and sales teams to define, shape and understand technical requirements.

• Supported bidding activity with timely, accurate and well written input to bid responses.

• Developed articulate, clear presentations on integrated solutions with benefits to customers.

• Assisted customers/partners in the development of clear technology strategies related to services.

• Supported the sales channel with customer demonstrations and technical solution training.

***Senior Sales and Marketing Executive 1998 to 2005***

Majid Bukhatara Building Materials, Abu Dhabi, the UAE

• Analyzed local market trends and competitor activity to identify business leads.

• Developed customer accounts within the local area to drive business to increase market/customer share in all revenue streams.

• Negotiated packages with corporate clients.

• Developed and implemented creative local marketing channels, including social media channels.

• Preparedcompany contracts in accordance with current business and pricing conditions.

• Worked within current business strategies and recognized potential opportunities.

• Cooperated with other departments to create an exceptional guest experience and build strong, comprehensive sales programs.

• Attended Sales events as required.

• Produced accurate and timely reports that meet the needs of the Director of Sales and senior management to include the reporting of appointments, calls made and business leads.

• Answered customer queries in a prompt and professional manner.

• Managed staff performance in compliance with company policies and procedures.

**EDUCATION AND CREDENTIALS**

***Bachelors***

University of Bangalore, India

***Diploma, Business Management***

Kazian School of Business Management, India

**LANGUAGES**

• English (Fluent) • Tamil (Fluent)

• Hindi(Fluent) • Malayalam (Fluent)

**PROFESSIONAL REFERENCES**

Available upon request.