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| **Surekha**  ***Logistics/Supply Chain Management Professional***  Email: [surekha.306047@2freemail.com](mailto:surekha.306047@2freemail.com) | C:\Users\Pranit\Desktop\PHOTO.jpg |

**Profile Synopsis**

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Versatile, Dynamic and Gulf experience Management Professional equipped with 12+ year’s record of delivering key significant contributions towards companies’ continued business growth. Demonstrated robust competency in managing wide range of duties in domains of Logistics, Supply Chain, Warehouse Management, Air/Sea/Land freight, Import/Export, Inventory Control, Transportation, Material Management, Strategic Sourcing, Distribution, Vendor-client relations & Free Zone Regulations; Competency in managing operations with vast knowledge related to implementation, monitoring and evaluation of new initiatives and procedures ensuring timely transmission of logistics, stock levels and distribution status, order processing, negotiation, logistics coordination, assessing existing logistics operations systems, and advising on corrective measures. Strategic and effective team leader with excellent planning, analytical, coordination, organizing, communication, problem-solving, decision-making, interpersonal & time management skills; Seeks a challenging work profile to utilize gained knowledge, experience & management skills that will have a valuable impact.

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| **Strengths** | |
| * Gained 12+ years experience within diversified industry * Prowess in Import/Export and L/C documentation * Cost Reduction/P&L Management/Profit Maximization * Distribution/Transportation/Traffic Operation skills * Client-Vendor-Supplier Relationship Management | * Expertise in Logistics and Supply Chain Management * Policies Implementation/Training & Development skills * Perceptive of Customs & JAFZA Rules & Regulations * Excellent Sourcing and Price Negotiation Skills * Confident-Divergent & People Management Skills |

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| **Educational Qualification** |

**Bachelor’s Degree in Commerce – Mumbai University April 1997**

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**Diploma and Certification:**

* **Certified International Supply Chain Professional (IPSCMI)**
* Knowledgeable in Calogi, E-Mirsal II & Shipping Line Portals - Sky cargo, Dubai
* Attended Letter of Credit Training in Dubai
* Certified as an Internal Auditor from LRQA Training Institute
* Diploma in International Travel & Tourism course
* Diploma in Computer

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| **Career Progression** |

**Logistics Supervisor** – *(Telecom & Manufacturing Company)* **Mar 2009 – Present**

**Logistics Executive** – *Waeco Middle East FZE (Distribution Company)* **Jun 2006 – Jan 2009**

**Logistics Assistant** – *Kobian Distribution FZE (Distribution Company)* **Jan 2003 – Feb 2006**

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| **Key Achievements** |

* Gained 12+ years’ experience within a diversified industry in domains of Logistics Management, Supply Chain Management, Import/Export, Air/Sea freight, Distribution, Vendor-client relations.
* Lead & direct a team of 15 employees. Successfully manage an average of 50 import containers, 40 exports containers
* Accomplished an average of 10,500 ton of air cargo shipments in a year to different destinations across MEA, Africa, and Asia Region.
* Instrumental in achieving freight business with a profit of ($1.95M US Dollar in the year 2015 and $1.2M US Dollar in the year 2016 up to present).
* Successful in Business process re-engineering and E-freight system. Supervised the Fumigation for Euro pallets for export shipments to Egypt and African sectors.
* Knowledgeable of SASO registration, CITC approval process for export to Saudi.
* Orchestrated shipment processing, delivery confirmation, liaison with shipping vendors, goods receipt, document processing, shipment tracking, distribution, receipt and purchase order processing, Freight quotes to customers.
* Possess capabilities in providing solutions plus a strong commitment to delivering excellent work performance even in a difficult and pressurized environment.
* Personally committed to continued excellence, has the drive, energy, vision, leadership and implementation skills.

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| **Areas of Expertise** |

**Logistics Management**

* Plan, direct and coordinate purchasing, warehousing, distribution, forecasting, customer service, or planning services. Manage logistics personnel and logistics systems and direct daily operations. Recommend optimal transportation modes, routing, equipment, or frequency.
* Directed the planning of the national and international import/export legislation and effectively troubleshoot any issues that may arise in international freight transportation.
* Define service policy that leads to customer satisfactions, manage and train the teams. Accountable for performance and results of the team & service providers, work with plans, priorities, address resources & resolve operational challenges.
* Formulate standardized processes for clients assigned to a group including SOP, KPIs, Report requirements, system’s needs, and compliance requirements. Liaison with other support groups to ensure processes is established.
* Develop the metrics to quantify improvements to the fulfillment and transportation costs resulting from the application of these optimization models and tools.
* Provide strategic planning and research initiatives involved with the transportation/distribution network including network optimization, process improvement and sizing up opportunities from new initiatives.
* Achieve financial objectives by preparing an annual facility budget; scheduling expenditures; analyzing variances; initiating corrective actions.
* Adhere to legal and company regulations and auditing, relating to the following areas (Health & Safety at Work, Food Hygiene, Fire Regulations and Licensing Law).

**Supply Chain Management**

* Manage all aspects of supply chain including planning, sourcing, purchasing, warehousing and distribution.
* Establish, implements, and administers department goals, objectives, policies, procedures, new programs & services.
* Provide forecasts based on volume trends to meet budget and staffing needs. Ensures that department goals are aligned with facility and company goals and objectives.
* Ensure a cost-effective operation by assisting with appropriate budget preparation, monitoring, and controlling of associated department expenses.
* Schedule critical materials, standardization and performance measures to help in ensuring that reasonable yet stretched targets achieve accurately and identify an effective strategy for long-term business plans.
* Drives End-to-End cycle-time process to maximize revenue while minimizing inventory, improvement of execution in forecast and delivery accuracy, provide strong functional leadership throughout the entire End-2-End (E2E) process, and strengthens operational planning capabilities at all levels.
* Ensure that Pinnacle receives best value for its purchases and contracts, that there are consistent and adequate availability of goods and services, and maintain standards that are compliant with regulatory and internal requirements.
* Co-ordinate the sales and operations planning process including supply / demand forecasting, inventory management, and on time delivery.
* Facilitate the short/mid-term planning & execution activities. Apply skills to gain commitment from all stakeholders.

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| **Organizational Job Role** |

**Logistics Supervisor** – *Workz Media FZ LLC (Telecom & Manufacturing Company)*

* Ensure the availability and delivery of right quantity at the right time, price and other terms.
* Efficiently manage costing system resulting in cost optimization, robust business process, and procedures for improving performances, an act of balancing between inventory and distribution costs.
* Manage Annual Budget and planning funds for logistics. Identified and develop potential vendors/ suppliers to achieve cost effectiveness based on their quality, competitiveness, financial capabilities and productivity.
* Handle various Telecom companies in Africa, Middle East and Asia countries
* Monitor the performance of team members to ensure efficiency in operations & add value to organization.
* Coordinate with the Sales team to understand the sales forecast and achieve better negotiation with airline/liner or freight forwarders. Handled transport department and managed to get own vehicle to minimize transport cost.
* Supervise the Production/ Planning/ Procurement team to understand customer’s requirement and to arrange shipment.
* Conduct Inco-terms training to all new employees (Sales, Sales Support, Procurement, Planning, and Finance) to understand terms for better negotiation and quote customer to win orders.
* Prepare weekly reports to the management on savings achieved / on time delivery report.
* Train subordinates to have an effective and successful negotiation with suppliers in business. Administered Internal Auditor in the organization.

**Logistics Executive** – *Waeco Middle East FZE (Distribution Company)*

* Supervised the whole spectrum related to Logistic activities, Export shipment, maintaining stock arrival and in hand record, and monitoring delivery of goods to retail outlets.
* Handled the entire shipping documentation including LC documents, custom bills in E-Mirsal. Coordinate with shipping liner and freight forwarders for Import & Export shipments.
* Effectively manage Multinational Retail outlets and Hypermarket such as (Carrefour, Ace Hardware, Hyperpanda, Lulu Hypermarket, E-Max, Sharaf DG etc).
* Successful in negotiating air & sea freight with the shipping lines to get better rates and save cost.
* Provided an update or advice to customers on the required formalities and other documents such as Transfer of Ownership, Bill of Entries, Import/Export Bills, etc.
* Administered the whole gamut related to stock report, sales report, planning and ordering stock from our purchase department. Supervise daily basis delivery of goods to retail outlets.
* Responsible for preparing Bill of Entries in Customs, Online application of Custom Bills such as Dubai Trade, Export/Import bill of entries and Certificate of Origin (DCCI).
* Facilitated the preparation of sales forecasts, actual sales reports statistics. Regulate the company purchase between the suppliers and various international Vendors.
* Managed Project Execution and control multiple and diverse projects of the organization. Devised timely negotiation and business dealing with the client and associates regarding benefits of the company.
* Processed shipping documents for Import & Export documents. Ensure the availability of Stocks by checking physical count every month. Carried out Bank Reconciliation, Staff Salary and managing individual staff accounts.
* Accountable in preparing stock report & sales report. Entered all receipts, payments, Invoices entries in Tally software.
* Established corporate relations with International Client, Associates, and other Stakeholder. Follow up the payment for all customers and with existing clients, manage queries and maintain good customer relations.

**Logistics Assistant** – *Kobian Distribution FZE (Distribution Company)*

* Prepared documentation for all Import & export as well as other necessary documents related to the custom deposit refund. Handled all cash as well as petty cash and enter all receipts, payments, invoices entries in Tally.
* Coordinated and follow up the payment from the customer and existing clients whilst maintaining a good relationship.
* Direct reporting to the Managing Director and follow up reporting status. Manage Office Administration duties and ensure smooth functioning on daily basis.
* Carried out bank reconciliation, staff salary statement and managing individual staff accounts.
* Worked independently to determine methods and procedures for a new assignment.
* Monitor and maintained computer equipment and trained staff on software and hardware.

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| **I.T Proficiency** |

* Proficient in MS Office application (Word, Excel, PowerPoint, Email application & Internet).
* Knowledgeable with Accounting Package such as Focus, IFS, CCP & Tally.

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| **Personal Details** |

Nationality : Indian

Date of Birth : 03rd June 1977

Marital Status : Married

Visa Status : Employment Visa

Languages : English/Hindi/Marathi/Tulu

Driving License : UAE Driving License

References : Available Upon Request