**Sunil**

Email: [sunil.381827@2freemail.com](mailto:sunil.381827@2freemail.com)

**VP / CEO/ GENERAL MANAGER – OPERATIONS / BUSINESS HEAD**

**Target Industry: Automobile, Oil & Gas, Manufacturing**

**PROFESSIONAL BRIEF**

A highly competent and result oriented, **Mechanical Engineering and Business Development** professional with a successful career spanning over **14 yrs**, with reputed organizations, India, Middle East and East Africa. Demonstrated skills in managing engineering operations and enhancing profitability through development of strategic sales initiatives and steering them to business success. Currently associated with **Eram Motors Pvt Ltd (Principal dealers of Mahindra & Mahindra), Kerala, in the capacity of Head – Sales and Marketing**

**CORE COMPETENCIES**

* **Strategy Planning**: Formulating short term and long term plans to enhance market presence and promote marketing operations to meet organizational objectives. Identifying & exploring markets and collating market intelligence reports for developing key entry strategies to penetrate new markets.
* **Business Development**: Monitoring market environment, identifying opportunities to develop new business, design and implement initiatives to achieve business goals. Networking with key decision makers of prospective clients, generating business from the existing accounts and achieving profitability and increased growth
* **Sales Operations**: Strategic utilization of available resources and sourcing new avenues to facilitate the existing business and the orders processed. Setting up systems and procedures for the relevant teams and departments to ensure harmonious flow of work and information to meet the requirements of customers, from time to time.
* **Brand Management:** Devising promotional and marketing strategies for increasing brand visibility for various products and services and interacting with the media professionals for advertisement campaigns.
* **Client Management**: Interacting with customers and delivering presentations regarding company products and services. Understanding their requirements and suggesting appropriate solutions / products. Providing after sales support if necessary
* **System Implementation /MIS**: Implementing and ensuring smooth functioning of systems with a view to ensure maximum efficiency in operations; using information technology to record sales figures, for data analysis and forward planning.
* **Team Management**: Leading, mentoring & monitoring the performance of the team members to ensure efficiency in process operations and meeting of individual & group targets.

**PERSONAL ATTRIBUTES**

* Ability to work with the appropriate degree of independence in a fast paced environment.
* Highly capable change-agent who consistently refines and revitalizes strategies, introduces innovation, and facilitates solutions-driven team collaboration.
* Enthusiastic problem-solver with keen ability to rapidly assess diverse situational challenges, develop action plans, and lead team to meet or exceed targeted goals.
* Ability to conceptualize large scale interventions, plan and implement the same through development of framework, an eye for detail and focus on areas for improvement.
* Excellent communicator – can communicate effectively and professionally with individuals at all levels.

**CAREER SUMMARY**

**HEAD SALES & MARKETING – SUB-COMPACT SEGMENT, JUN 2015 - PRESENT**

**ERAM MOTORS PVT LTD (PRINCIPAL DEALERS OF MAHINDRA & MAHINDRA), KERALA**

Significant Contributions

* Successfully leading Sales and Marketing functions for the entire region and monitoring service operations to ensure customer satisfaction and loyalty towards the brand
* Employed rigorous **brand promotion strategies** which involved promotion through Print and Digital Media, Advertisement Hoardings and Campaigns, Car Exhibitions, Social Media Platforms, Corporate Incentives etc which helped popularize the Brand and achieve business growth, which resulted in
* **Reduction of Monetary Liabilities of the company by 1.28 cr. with an increase of 26% growth** in car sales in Northern hub of North Kerala for the FY 2017
* Dealership **gainer Number 1 seller position in the sub compact segment** car category KUV100 amongst the Mahindra & Mahindra dealers Pan India.
* Mahindra & Mahindra and Kozhikode dealership**secured Numero Uno position in SSI (Sales satisfaction index)** parameter where a survey was conducted by JDP for the FY2017.
* Led the ‘**Mission 100- Sub Compact Sales**’ Project in North Kerala, in Dec 2017 and Mar 2018 which helped achieve the targeted sale of 100 KUV per month. This was achieved by focusing on both rural and urban area marketing and brand promotional activities and using social media for lead generation

**HEAD SALES AND MARKETING, MAY 2012 – NOV 2014**

**PANACHE-CAPRI GROUP OF INVESTMENTS LTD, UGANDA, EAST AFRICA**

Significant Contributions

Successfully **set up the first microbrewery in Uganda and second in East African region,** which involved

* Conducting initial market research, data analysis, risk assessment and preparing plans for sales and marketing
* Focused on customer centric approach, by increasing **customer engagement** through feedbacks, which helped in implementing systems for ensuring customer satisfaction
* Monitoring the set up operations, process planning, devising standard procedures, material and resource optimization, quality assurance and control systems etc
* Identification of **critical points** in production, raw materialhandling and storage, to ensure quality of product and maintaining hygiene at site
* Training of employees and providing technical and administrative support for obtaining a smooth workflow
* Identifying areas of improvement and taking corrective actions

**PRODUCTION/OPERATIONS MANAGER, SEP 2010 – MAR 2012**

**VICTORIA PERCH LTD, TANZANIA, EAST AFRICA**

Significant Contributions

* Played a key role in streamlining plant operations, by devising processes for resource optimization and reduction of wastages and production cycle timing. This helped increase the production of fish processing from **230 tons/ month to a staggering 400+ tons / month** from the year 2011to 2012
* Increased Fish maws **sales from 3.45 tons/ month to 6 tons/ month through t**imely Production and increase in exports for the year 2011 - 2012.

**TECHNICAL SALES ENGINEER, FEB 2005 – NOV 2008**

**BUSINESS TRIBUNE EST, DAMMAM, SAUDI ARABIA**

Significant Contributions

* Successfully handled all sales functions which entailed interacting with prospective clients, understanding their requirements, providing information about company products and services and preparing proposals and quotations.
* Attended seminars on the different industrial products generally from European and American market which are conducive and technically sound to the Saudi Industrial and oil fields.
* Handled the supply of Gearboxes, Motors (Induction cage/squirrel cage), Actuators, Industrial Valves, Tubes, Pipes, Flanges, Heat exchangers, Breakers, Industrial Pumps, Fire Pumps etc
* **Coordinated all project site activities from start to final inspection and QA, for the following projects**
* Revamping, Installation and commissioning of a hypo chlorination unit for sea water line for various industrial cooling purposes; for SABIC-SAFCO IV (Saudi Arabian fertilizer Company), Project Cost: 1.5 mil $; Jun 2006 – Jun 2007
* Supply of Heavy duty Motors to Saudi Aramco- Dahran, Abqaiq and Rastanura facility of 75,000 HP Capacity from WEG-Brazil. Project Cost: 7.5 million $, Jun 2006 – Aug 2007

**Quality Control Engineer, Jan 2004 - Dec 2004**

**Proseal Closures limited, India**

**Undergraduate Trainee, August 2003 to November 2003**

**Bharath Fibre Glass Industry, INDIA**

**EDUCATION**

* **Bachelor of Mechanical Engineering,** Manipal Institute of Technology (MIT), 2003

1 month **Industrial Training at Ace Manufacturing Systems**, India as an Undergraduate Trainee, Apr 2002

**Seminar on Air Powered Cars**

**TRAININGS**

* Industrial training at Ace Manufacturing Systems, Bangalore, India, 2003
* Training on Productivity analysis and optimization project- Internal Company training
* Soft Skill development & Leadership Training Program, OD alternatives

**PERSONAL DETAILS**

* Date of Birth: 16 Nov 1981
* Nationality: Indian
* Passport No: Upon Request
* Languages Known: English,Hindi,Kannada,Kiswahili,Arabic,Malayalam and Konkani