**Curriculum Vitae**

**Vijay**

**Dubai Silicon Oasis, Dubai, United Arab Emirates**

**Email: -** **vijay-393360@2freemail.com**

**Professional Summary**

**Business Development Professional with 14 years of experience. Proves success in Sales & marketing strategies for Regional & Global level. Positive and Proactive, working with high standards. Seeking to take on new role in dynamic environment with emerging company.**

**Skills**

**Business Development**

**Marketing Intelligence & Strategy Marketing Communication**

**Sales Management**

**Product Approvals & Prequalification Logistics**

**Professional Experiences (14+ Yrs)**

**Dubai, UAE**

**Sales & Marketing Manager (Jan 2014 to Jun 2019)**

**Product Prequalification: - Approved new electrical switchgears and automation products from local and global factories in MEA like DEWA, ADWEA, EDD, DCRP, MEW etc.**

**Marketing Communication:- Trade communication and Sales support handled across company clientele, evaluating and procuring media assets in line with company annual budget**

**Successfully handled exhibitions –Middle East Electricity and Wetex**

**Digital marketing ( Email Blast, Websites, Social Media, Seminars and customer events )**

**Business Development:-Efforts taken to tap Renewable & Oil and Gas segment in terms of company registration, product approval and initiated pilot projects.**

**Assisting in formulating business plan for development in consultation with top management Identifying & tracking of prospective clients from different business segments, generating**

**business leads and handing over to sales team.**

**Annual marketing report and key country strategic plan for company medium term plan and annual budget**

**Assisting in formulating business plan for development in consultation with top management Market Research project on Sub-Saharan Africa, Part of the East Africa office opening Strategy Keep updating global Sales and Top management with Market insights, competitions and**

**customer profiles weekly and monthly**

**Vadodara, India**

**Market Intelligence and Strategy Manager (Global) (Nov 2012 to Dec 2013)**

**Successfully handled individually Latin America business development project**

**Market research report on Southeast Asia for product compatibility, competition, market volume and trade blocs between countries**

**Market research in Malaysia and Thailand prior setting up manufacturing plant in South east Asia**

**Lucy Electric India Pvt. Ltd, Vadodara, India**

**Marketing Head (Sales, Marketing, Logistics) (Oct 2009 to Oct 2012)**

**LV Business developed in Africa, Appointed agent in Kenya & Tanzania from east Africa**

**Managed team of Sales, logistics and Excise for annual invoicing turnover INR 600 millions Business process setup for Sales order, Production planning and Logistics**

**Based on Sales and Operation plan, Sales invoicing was managed over plan budget**

**Achieved cost saving target 20% in Import & Export logistics by negotiation with freight forwarder and courier companies.**

**ERP-Dynamic AX implementation for Lucy India plant, Sales, Production planning module**

**Rishabh Instruments Pvt. Ltd, Nasik, India**

**Sr. Export Executive (March 2006 to Sep 2009)**

**Business Development for Measuring Instruments in Middle east, Africa and Europe Appointed Stockiest / Distributors in Middle East and Africa**

**OEM channel development for UK and Europe**

**Successfully handled Order processing for Export department with Payment follow-up Marketing campaign for emerging markets**

**High rate of increasing new customer business and fixed up customer service channels**

**EPCOS India Pvt. Ltd**

**Graduate Trainee Engineer (Sept 2004 to Oct 2005)**

**Education**

**Executive Management Program in Sales & Marketing (EMPSM) from Indian Institute of Management, Lucknow, India (2013- 2014)**

**Bachelor of Engineering (BE) (Electrical ) from University of Pune, India (2000-2003) ( First Class with Distinction )**

**Diploma in Electrical Engineering (DEE) from Board of Technical Education, Mumbai, India (1997-2000) ( First Class )**

**IT Skill**

**Microsoft Dynamic AX (Sales & Marketing, CRM) (3 yrs) Sales Logic (1 yr)**

**Oracle (3 yrs)**

**Professional Memberships**

**MIET (Member of the Institution of Engineering & Technology)**

**SMISEEE (Senior Member of Indian Society of Electrical & Electronics Engineers) MIEEE (Member of Institute of Electrical & Electronics Engineering)**

**Volunteer for Dubai Expo 2020**