

NARESH KUMAR DEVRA

Mobile No: +971 56 909 7955

Email: nareshdevra@yahoo.com

Linkedin: <https://cutt.ly/mv4oAP2>

CAREER OBJECTIVE

Aspiring to be a leader in a growing organization and contribute towards building strong and performing teams that ensure sustenance in delivery and successes of the organization.

AREA OF EXPERTISE

Business Development
Sales Management
Target Oriented
Strategic Planning
Microsoft Tools
Ability to Adapt
Good Active Listening

Team Management
Analytical Skills
Product Management
Client Relationship
Presentation Skills
Creative & Innovative
Problem Solving

Key Accounts Management
Private Label Development
Sales & Product Training
Strong Communication Skills
Visual Merchandising
Motivated Growth Mindset
Effective Time Management

CAREER PROFILE

- Over 17 years of experience working in Computer Hardware and Consumer Electronics.
- 6 years of experience managing Key Retail Accounts.
- 2 years of experience sourcing and developing Private Label brand.
- 11 years of experience in Computer Hardware and Software sales.
- Organized, diligent with strong analytical, decision making, exceptional communication, time management and teamwork skills.

PROFESSIONAL EXPERIENCE

Key Account Manager
Shift Electronics, Dubai

May 2016 – Mar 2020

One of the fastest growing distribution companies with a focus on consumer electronics. With over 80 qualified professionals, focused on pure value-added distribution.

Job Responsibilities:

- Managed the sales of over 45 active brands with Key Retailers while using the allocated & dedicated display area with the retailers.
- Achieved monthly sellout of AED 600K to 700K while maintaining the sellout ratio of 30% to 40% monthly.
- Analyzing brand wise sales pattern for past months and suggesting the fast & bestselling products to maximize sales.
- Identifying the possibilities to increase the range of products with additional items.
- Preparing monthly offers and promotions (including clearance sales) to increase revenue.
- Attending meetings with existing and new customers to generate sales.

- Maintaining and expanding relationships with existing clients. (including Retailers, Export and Corporate clients)
- Visited stores daily to meet store team for their valuable feedback, Market Study, Merchandising and to support our promoters against the challenges faced.
- Managed a team of 12 promoters and achieved the sales targets.
- Arranging for the demo units to be installed at stores for customers to have touch and feel experience of our products.
- Key Retail Accounts managed: Jumbo Electronics, E-Max Electronics, E-City Electronics, Axiom Telecom and Grand Stores.

Product Manager

Mar 2014 – Apr 2016

Digital Sterling Electronics, Dubai

Digital Sterling established in 2010, is an authorized distributor of **Tamron** DSLR camera lenses and **VIBGYOR** (Private Label for unique range of mobile accessories). Main business activity is to supply products to major power retailers like Jacky's, Jumbo, Plug-ins, Sharaf DG, E- Max, Lulu, E-City and Independent Retailers across UAE.

Job Responsibilities:

- Successfully listed products with major retailers in UAE (Carrefour, Sharaf DG, Plug-ins, Jumbo, Jacky's, E-Max, E-City, HyperPanda, Safeer, Geant and Lulu)
- Meeting the buyers regularly for New Listings, Store / Events (GITEX, DSF etc.) Promotions and Timely Replenishment.
- Achieved monthly sales target of AED 300K to 500K with the increasing sellout ratio from 15% to 40%.
- Recruited, trained, and managed a team of 16 Promoters and 2 Channel Sales Executive.
- Making daily visits to the stores / outlets for regular store feedbacks, visual merchandising, competition brand study and to understand the problems / challenges faced by the team.
- Conducting monthly one-to-one team meetings to review and coach the sales team towards their performance and targets.
- Attending Trade Fairs in Hong Kong for Sourcing Latest and Innovative products from manufacturer's based in China, Hong Kong, and Taiwan.
- Visited factories in Mainland China for Quality Control and to Inspect ready cargo.
- Preparing the cost and selling prices for the sales team after studying the competitors.
- Preparing monthly sales and profit reports to submit before the management and the vendor (Tamron)
- Conducting marketing activities with Professional Photographers to promote the Tamron Lenses.

Sales Manager

Nov 2011 – Feb 2014

Ashley LLC, Dubai

Ashley LLC, Dubai based consumer hardware distribution company founded in 1998, is a rapidly growing provider of computer hardware & software products and its growth in terms of regional presence and distributors' portfolio is fast and impressive.

Job Responsibilities:

- Managed daily sales through Independent Retail Channel, Export & Corporate clients and e-Commerce platforms (Souq, Wysada, Tejuri, Al Shop etc.)
- Visited dealers from dealers from Dubai and Abu Dhabi to offer products and promotions.
- Responsible for managing the sales operations of products under brands like Belkin, Logitech, Creative, Netgear, PowerTraveller, Archos and Bitdefender.
- Outsourced products from various categories to generate additional revenue at major online platforms.
- Key role played in Pricing, Market Analysis, and feed back to Management on positioning the Brand, Channel distribution and New Product launch in the market.
- Keeping track of available and incoming products of different brands under company's distribution to update clients for pre-bookings.
- Providing products information and training to the sales team at customer's location.

Trinity Group of Companies, Dubai

Trinity Group based out of Taiwan, is a major importer & exporter of computer peripherals and accessories, authorized distributor for Lian-Li, Thermaltake and Fujitech (Private Label brand), and renowned dealer of branded Laptops, Desktops and Networking Products.

Sales Manager	Blue Sky Computer Co.	Mar 2008 – Aug 2011
Product Manager	WiFi Electronix	Jan 2007 – Feb 2008
Sales Manager	WiFi Electronix	Jan 2005 – Dec 2006
Sales Executive	FarEastInternational	Sep 2002 – Dec 2004

Achievements:

- Successfully managed to setup 3 independent retails stores with fully trained team.
- Over-Achieved monthly and yearly targets with the team and resources available.
- Recruited staff (47 Head Count) at multiple positions as required by each department.
- Actively managed the purchase and logistics through multiple storage facilities.
- Prepared and managed an effective PSI (purchase/sale/inventory) tracker for forecasts and to monitor timely sellout showing the performance of each brand at SKU level.

Job Responsibilities:

- Looked after the daily sales operations from the designated stores.
- Planned and activated promotions for increase of sales.
- Specialized in selling assembled desktops for Gamers and Graphics Designers as well customized servers per the client's requirement.
- Conducted timely sales and products training activities for in-stores sales team as well as for the dealers.
- Sourcing latest and innovative products to launch it with our brand name Fujitech.
- Understanding market needs and products in demand to increase our company's regular sales.
- Reaching monthly targets by frequent selling through our sales team.
- Setting new targets for sales team to increase productivity and achieve them.

QUALIFICATION & CERTIFICATION:

Bachelor of Arts (Pursuing)	IGNOU, India	2021 - 2024
Diploma in Software Engineering	Aptech, India	1998 - 2000
High School (Arts)	CBSE, India	1996 - 1997

PERSONNEL INFORMATION:

Visa Status:	Visit Visa
Driving License:	UAE License valid till 2024.
Date of Birth:	30 th November 1978
Notice Period:	Immediately Available.
References:	Available upon request.