

## **NARESH KUMAR DEVRA**

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### **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.

<b>Sales Manager</b>	Blue Sky Computer Co.	Mar 2008 – Aug 2011
<b>Product Manager</b>	WiFi Electronix	Jan 2007 – Feb 2008
<b>Sales Manager</b>	WiFi Electronix	Jan 2005 – Dec 2006
<b>Sales Executive</b>	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 <sup>th</sup> November 1978
Notice Period:	Immediately Available.
References:	Available upon request.