

Dubai - U.A.E.  
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## **CAREER OBJECTIVE**

To work in a progressive organization which offers challenging and diverse jobs, where I can apply and exceed my knowledge (Strategic Planning, Relationship Management, Exceptional Communication Skills, Vendor Management and Market Expansion) to the best.

## **PROFESSIONAL PROFILE**

- International Sales & Business Development Professional with 17+ years of achievement and demonstrated success, driving multimillion-dollar revenue growth while providing visionary sales leadership in highly competitive markets.
- Solid track record of securing key clients, managing channel sales through the distributor network, providing tactical business solutions, increasing market share, securing customer loyalty and forging strong relationships with external business partners.
- Exceptional mentor and coach; combine business acumen with innate leadership abilities to recruit, build and retain top-performing sales teams. Confident and dedicated team player, who loves to lead, provides apt inspiration and motivation to teams, along with proper guidance & coaching for their personal and professional growth

### **Key strengths and competencies:**

- \* High impact sales presentations
- \* Sales funnel
- \* Contract Negotiations & finalization
- \* Networking & Relationship building
- \* Territory growth management
- \* New product launch
- \* Recruiting and staffing initiatives
- \* Strategic market positioning
- \* Government Tenders, registrations, securing deals
- \* Project Management
- \* CRM, ERP, Salesforce, Focus
- \* Multimillion dollar negotiations and closing deals
- \* Budget administration / P&L Management
- \* Product education

## **EXPERIENCES**

### **Business Development Manager**

#### **M/s. Aksa Power Generation FZE, Dubai (June 2009 – March 2018)**

The company is the branch office for AKSA Jenerator San.AS.Istanbul, Turkey and is responsible for marketing and distributing AKSA products throughout Middle East and Africa.

- ♦ Responsible for Sales & Marketing of Generator sets and Spare Parts in the Middle East Region (UAE, Qatar, Bahrain, Kuwait, Oman & Yemen) directly and through dealers / distributors. Have dealt with the African region & Iraq too via Dubai based companies.
- ♦ Main achievement has been consistent follow-up and getting regular orders for the last 4-5 years from a company in the Oil & Gas sector, getting a BPA done, selling Natural Gas generators; other than maintaining the key profitable accounts, dealers, etc. In turn increasing the turnover of company thereby exceeding the targets.
- ♦ Project Management - Registering with Ministries & Government bodies (got approval from Ministries in Bahrain, Qatar & UAE), getting product approvals to register in tender documents, tender submission, securing deals and ensuring continuous business from them.

- ♦ Vendor Management - Was involved in sourcing (local and overseas) and have got more reliable, globally focused vendors into the company fold with agreed payment terms, etc.
- ♦ Developed new strategies and marketing techniques for the respective region along with the dealer representative to expand the product reach and achieve excellent results.
- ♦ Prepared marketing plans, sales forecasts and price lists on territory basis. Pursue long-term account strategy that maximize profits and assist in cultivating long-term relationships with the appropriate decision makers.
- ♦ Provide management with suggestions for improving volume, market share and price levels.
- ♦ Call and personally visit potential, new and existing customers to facilitate new business. Got Aksa an entry into Oil & Gas sector by sealing a big contract with one of the major oilfield company.
- ♦ Observed new account achievement by making contact with the customer and ensured the customer agenda satisfaction.
- ♦ Responsible for the strategy and company performance, Achieving the vision and business goal and objectives of the organization.
- ♦ Develop and implement new strategies in export markets, negotiate contracts, and coordinate vendors, suppliers, and distribution channels.
- ♦ Identify and Develop strong sales channels in the territory
- ♦ Provide consultive advice to customers / dealers on products and services that will enhance their business.
- ♦ Development and maintenance of client information and data utilizing Corporate Records Management (CRM).
- ♦ Managed key customers, large scale turnkey projects and possess excellent technical coordination and time management skills.
- ♦ Reviewing the contract documents of LTA, BPA, and preparation of detailed project execution plan
- ♦ Independently manage the project execution as planned and ensure timely delivery of materials related equipment and aftersales support.
- ♦ Conducted marketing and sales promotional activities including seminars, exhibitions, direct mail etc.

### **Division Manager-Equipment Sales & Spares**

#### **M/s. Technical Resources Est., Dubai (Jan 2001 – Dec 2008)**

The company belongs to the Al Bwardy Group and has been providing a wide variety of engineering services to businesses all over the U.A.E. with the highest degree of professionalism

- ♦ Competitive experience in the sales and marketing of various Industrial Engineering Products (Diesel Generators, Air Compressors, Truck Mounted Cranes, Engines and Engine Spare Parts and Filters).
- ♦ Proven leadership skills developed through training and by supervising and supporting a team. Also, excel in managing a variety of responsibilities in team environments.
- ♦ Key account management, customer relationship development - Steadily drove and exceeded annual sales targets by getting major accounts (Local and Overseas and making more dealers) and effectively negotiated annual contracts with major customers.
- ♦ Accountable for channel and end-user sales development, new market identification and penetration and monitored operational performance to ensure alignment with corporate goals. Proven abilities in planning, prioritizing, delegating and monitoring work flow to ensure efficient operation of division.
- ♦ Build the company's product presence in slow moving markets by analyzing opportunities and developing goals accordingly. Produced Sales record which is the top most in the company to-date.

- ◆ Responsible for standardization of price list and quotations, negotiating with Suppliers for better prices and credit terms. Review product pricing and gross profit for the existing products annually and ensure to market the product competitively.
- ◆ Managed team members on implementing a new ERP system to ensure a smooth transition to the new system.
- ◆ Exhibit products at trade shows and attend trade shows to review competitor's products.
- ◆ Being in an ISO 9001: 2000 organizations was responsible during ISO audits and ensured that all documentations, etc were as per ISO procedures.
- ◆ Preparing report of sales and profits territory-wise for the Managing Director.

### **Production Officer**

#### **M/s. Premier Explosives Limited, India (1993 - 1996)**

- ◆ Responsible for Planning & Production and achieving production targets.
- ◆ Individual handling of a single plant by ensuring adequate stock, Administrative aspects, safety measures, house keeping, development & analysis of human resources, etc.
- ◆ Liaison with Senior Management. Reporting to the General Manager.

### **CAREER ACHIEVEMENTS**

- ◆ Awarded "Employee of the year" for excellent performance during the year 2004, Technical Resources Est., Dubai.
- ◆ Responsible for launching a new brand of generator and aftermarket engine parts into the market and making it highly successful.
- ◆ In Aksa Power Generation FZE, was successful in getting into an Oil & Gas sector based company, getting BPA done, Selling Diesel Generators and Natural Gas (for the first time) Generators. Also, having a track record to attain well above the annual targets set.

### **TRAININGS**

- ◆ Communication, Customer Service, Sales & Marketing trainings.
- ◆ Completed Baldwin Filtration Training of Baldwin Filters-USA.
- ◆ Certificate from Aksa Generators, Turkey for Generator Service Training in Oct 03.
- ◆ Certificate from 3i Infotech on successful completion of Sales Module (Nov 07 – Jan 08).

### **EDUCATION**

<b>Bachelor of Engineering (Mechanical)</b>	<b>1991</b>
RVS Engineering College (Madurai Kamaraj University), Tamil Nadu India.	
<b>Post Graduate Diploma in Personnel Management</b>	<b>1992</b>
New Delhi University, India.	

### **COMPUTER SKILLS**

Orion & Omega Oracle based ERP package, CRM, Salesforce, Focus, MS Office (Word, Excel and PowerPoint), MS Outlook.

### **PERSONAL DETAILS**

Nationality : Indian	Driving License: Valid UAE Light Vehicle
Date of Birth : 15 December 1968	Visa Status : Residence
Marital Status : Married	Languages : English,Hindi,Malayalam,Tamil

I hereby declare that all the information furnished above is true and to the best of my knowledge and belief.