

SYED MURTUZA QUADRI
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FUNCTIONAL SKILLS

- Sales
- Business Development
- Project Management
- Marketing
- Client Services

MANAGEMENT SKILLS

- Sound Judgment and Decision Making Skills
- Strong Influencing Skills
- Achievement oriented Team Builder
- Persuasive Communicator

- ❖ A self-motivated professional with over **15 years of experience in Sales, Business Development, Marketing and Client Relationship Management. (Includes 12 years from cable industry)**
- ❖ Worked as **Sales Manager** with **Saudi Cable Company - UAE, (In charge for International Sales)**
- ❖ Also, worked at **RIYADH CABLES (KSA) and CITI Corp AUSTRALIA (Sydney).**
- ❖ A proven track record of sales of high capital value with excellent interpersonal, communication, analytical and negotiation skills
- ❖ Recognized proficiency in carrying out Marketing /Business Operations with focus on accomplishment of the company's mission & profitability targets.
- ❖ The stints in diverse countries have sharpened abilities in managing multicultural teams with ease due to international exposure.

Educational Qualification

MBA (Marketing) from University of Ballarat, **AUSTRALIA**, in 2009

B.TECH (Electrical Engineering - EEE) from JNTU University, in 2007

Diploma in Business Management from IIBIT (AUSTRALIA)

Diploma in Customer Contact

Areas of Exposure

Sales & Marketing Operations

- ⇒ Capitalizing the products based on the Company's Investment policies.
- ⇒ Implementing Marketing strategies and sales plans to achieve designed targets.
- ⇒ Conceptualizing sales promotion activities like introducing new marketing initiatives to clients to boost the sales.

Team Management

- ⇒ Leading, mentoring & monitoring the performance of the team to ensure efficiency in business operations, meeting of individual & group targets.
- ⇒ Creating an environment that sustains and encourages high performance; motivate teams in optimizing their contribution levels.
- ⇒ Coordinating activities for the identification of training needs of employees for upgrading their technical skills.

Client Relationship Management

- ⇒ Maintaining excellent relations with clients to generate avenues for further business.
 - ⇒ Ensuring speedy resolution of queries & grievances to maximize client satisfaction levels.
 - ⇒ Interfacing with Individuals / key influencers among Corporate for ascertaining requirements, making presentations and delivering need based product solutions.
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Organizational Experience

SAUDI CABLE COMPANY

Sales Manager (International Sales). Started June 2016

Accountabilities:

- ⇒ Managing **International Sales** Operations for complete range of products: LV, MV, HV, Instrumentation and Fiber Optic Cables. (Reporting to the Director-International Sales).
- ⇒ Leading the designated team.
- ⇒ Provide monthly and quarterly forecasts in line with the individual sales target and ascertain that the set sales target is met.
- ⇒ Business Development/Project Management
- ⇒ Brand Establishment & Customer Relationship Management.
- ⇒ Obtaining Product Approvals from Clients including utilities like **DEWA, SEWA, OETC, DCRP, KOC, ADWE etc.**
- ⇒ Negotiating over Price/ Terms & conditions and converting into Orders.
- ⇒ Provide necessary inputs and market intelligence to the higher management during the development of the annual budget / sales plan.
- ⇒ Implementing new sales strategies and find areas of improvement.
- ⇒ Market Analysis - Exploring new areas for enhancing the business.
- ⇒ Participate in the cross functional areas which include Credit control, Material Planning & Inventory Management
- ⇒ Organizing and participating in Business events / Exhibitions (MEE, ADIPEC etc.)

RIYADH CABLES GROUP OF COMPANIES – Assistant Manager Sales (Oil & Gas Projects)

Started Aug 2010 till April 2016

Accountabilities:

- ⇒ Responsible for generating business.
- ⇒ Responsible for handling complete projects, (starting from the point of receiving inquiry till the final shipment).
- ⇒ Responsible for negotiating over Purchase order and finalizing the deal.
- ⇒ Responsible for expediting whenever required.
- ⇒ Coordinate with production team to maintain delivery schedule.
- ⇒ Able to respond to functional and technical elements.
- ⇒ Maintaining long term relationships with the clients.
- ⇒ Acquiring business by adding new clients to increase the company's profits.
- ⇒ Implementing new sales strategies and find areas of improvement.
- ⇒ Analyzing market trends and competitor's activities to create products to suit the customers' needs.

Citicorp Australia (Sydney) - Retentions Officer/Sales
Started October 2007 till Feb 2010

Accountabilities:

- ⇒ Figuring out solutions to maintain high satisfaction levels of clients and meeting the deadlines
- ⇒ Responsible for generating business from new clients & revoking passive accounts.
- ⇒ Building strategic relationship with corporate to generate avenues for further business
- ⇒ Retain Customers, who are unhappy and dissatisfied with the service.
- ⇒ Proactively search for opportunities to improve program quality.
- ⇒ Introducing Centralized EVANTAGE concept for corporate customers to transact online.
- ⇒ Managing and training sales team to continually focus on sales and to achieve their individual targets.
- ⇒ Updating and maintaining the customer profiles for Due Diligence Compliance.
- ⇒ By classifying the call and defect types work on various ways to reduce the call time to improve the ATT and AHT of the process.
- ⇒ Developing the sales strategy after identifying opportunity areas within the region.

Highlights:

- ⇒ Awarded for “**Highest Average Retention rate**”.
- ⇒ Received “**Consistent performer Award**”.

Satyam (India) – Customer service representative

Started June 2006 till Aug 2007

Research Projects (During MBA)

Study on Banking Functions for **CITI Bank Australia**

Study on Organization Functions for **University of Ballarat (Australia)**

Study on Customer Satisfaction for **Toyota**

Analysis on Marketing Communication for **Woolworths Australia**

Customer Preference towards HSBC Credit Card

Best Project Presentation

Comparative Study On International Marketing for **Australian Retail market**

Study on Australian Restaurants

IT Skills

Proficient in MS Office and Electrical Cadd

Nationality: Indian

Driving License: UAE, KSA, India

Date of Birth: 24th Dec 1983

Age: 37

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(SYED MURTUZA QUADRI)