

## Samir Panjwani

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| Business Development | Channel Sales Management | Key Account Management | Consultative Sales

### Objective

To enhance and apply the skill sets: business, technical as well as inter-personal & organizational, to utilize the experience gained over the years by variety of interests and knowledge base, in a testing and growing environment.

### Profile

A qualified Engineering professional with a Bachelors Degree in Electronics & Telecommunication from Mumbai University & Masters in Business Administration from Universal Business School (affiliated to Cardiff Metropolitan University, UK). Currently **Head of Sales – Western & Central India : Smiths Detection**, with over 16 years of experience in various capacities in the past such as **Regional Manager West India at OSI Systems** (erstwhile Safran's detection business Morpho Detection), **Assistant Sales Manager** – Fire Detection & Fire Suppression Systems at Agnise Fire Protection Limited, **Assistant Sales Manager** at G4S Security Systems, **Sales Executive** – Tyco Fire & Security Systems & **Graduate Engineering Trainee** at Zicom Electronic Security Systems. An effective communicator with a global mindset & a knack to think across disciplines and scenarios working in cross-functional teams.

### Core Competencies

Business Development	Distribution Channel Management	Go-To-Market Strategies
Key Account Management	Working in Cross-functional teams	Channel Development
Team Management	Recurring Revenue Generation	Consultative Selling Approach

### Professional Experience

**Head of Sales – Western & Central India**  
**Smiths Detection Systems Pvt. Ltd.**

**Jan'2019 onwards**

#### Key Result Areas & Responsibilities:

- Responsible for **US \$ 10 million+ Order Intake** of Smiths Detection for Western & Central India region.
- Delivered a 30%+ CAGR over the last 4 years.
- Stake holder mapping, regular global senior leadership interfacing, influencing end users, customers & regulatory authorities towards enhancing security standards.
- Responsible for the entire product range like Hold Baggage Screening, Checkpoint CT, Conventional X-Ray Screening Systems, Cargo Inspection Systems, X-Ray based Body Scanners & Defense.
- Building & Managing customers across verticals like Aviation, Ports & Borders, Urban Security & Military including Key Accounts like **Adani Enterprises, Reliance, GMR, Tata Projects, MADC, MIHAN, JNPT, L&T etc.**
- Guiding Channel & SI Partners to meet their quarterly & annual sales targets.
- Strategic Planning.
- Marketing & Business Development efforts, events participation & industry Trade Body Association & partnerships.

#### Highlights:

- Excellent business relationship building with Key Strategic Accounts in the Aviation Segment.
- Penetrating new market verticals and positioning technology & solutions as well as building the complete support ecosystem to enhance customer experience. (Data Centre Segment)
- Ensuring long-term Maintenance contracts (5+ years) commitment from customers along with the equipment purchase.

**Regional Manager – Western India**  
**OSI Systems (Morpho Detection International LLC)**

**Jan'2010 to Jan'2019**

#### Key Result Areas & Responsibilities:

- Responsible for **US \$ 3 million+ Order Intake** for OSI / Morpho Detection.
- Business development & Go-To-Market strategies.
- Key Account Management.
- Identifying, selecting & developing partners, resellers & distributor ecosystem for various verticals in the region.
- Ensuring 100% regulatory compliance for self & the distribution network.

- Training the sales force of Business Partners, SIs, Consultants & end users on complex & futuristic systems.
- Participating & managing various trade shows & road shows.

### Highlights:

- Driving regulatory approvals & certification process for the entire Morpho Detection product range in India.
- Closely working with local & global team for the BIS Certification to import Li-Ion batteries in India.
- Additional responsibility to manage Southeast Asian region (Singapore, Malaysia, Indonesia, Thailand, Vietnam, Cambodia, Myanmar, Philippines & Taiwan) during the merger with OSI Systems.

**Assistant Manager Sales – Western India**  
**Agnice Fire Protection Limited**

**Aug'2007 to Jan'2010**

### Key Result Areas:

- Designing, proposing & marketing of fire alarm systems & clean agent fire suppression systems.
- Pre-sales & technical support to West & East India for clean agent fire suppression systems & fire alarm systems.
- Getting credit & job approvals from the internal departments.
- Participated in various trainings organized by OEMs for fire alarm & gas suppression systems.

**Assistant Manager Sales – Western India**  
**G4S Security Systems India Pvt. Ltd.**

**Mar'2006 to Jul'2007**

### Key Result Areas:

- Project sales of fire alarm & electronic security systems.
- Managing key accounts.
- Working closely with consultants to specify technical specifications in the tender.

**Sales Executive – Western India**  
**Tyco Fire & Security India Pvt Ltd**

**Jan 2005 to Mar 2006**

### Key Result Areas:

- Project sales of fire alarm & electronic security systems.
- Managing global corporate accounts.
- Getting AR credit approvals & job approvals from the HOD's of the various internal departments like National Sales Manager, Divisional Business Manager, General Manager & Financial Controller within the timeline using the CRM (Customer Relation Management) – software.

**Graduate Engineering Trainee**  
**Zicom Electronic Security Systems Ltd**

**Feb 2004 to Jan 2005**

### Key Result Areas:

- Project execution of electronic security systems, manpower planning & project scheduling.
- Configuration, programming & commissioning of the electronic security systems.
- Billing & recovery for healthy cash flow.
- Product demonstrations & site visits with sales teams.

### Strengths

- Achievement oriented with excellent people management skills and an ability to manage change with ease.
- Exceptional negotiation and presentation skills.
- Technical orientation & competency enables learning of new technologies.
- Penetrating & developing new market verticals.
- Level headed with an eye to detail.

### Academic Details

- **M.B.A.** from Universal Business School (affiliated to Cardiff Metropolitan University, UK), 2019.
- **B.E. (Electronics & Telecommunication)** Mumbai University 2003.

### Extracurricular Activities

- Co-Editor for college magazine (2001).
- Core team member of the event organizing committee for Intra & Inter Collegiate Events from 1999 to 2003.
- Member of the sponsorship committee for college festival (2002).
- Participated in various inter & intra college sporting events.

### Personal Details

Date of Birth: 18<sup>th</sup> June 1981  
 Address: Andheri West, Mumbai, India