

Seeking Assignments in INTERNATIONAL MARKETING, NEW BUSINESS DEVELOPMENT, STRATEGIC MARKETING, OVERSEAS MARKET RESEARCH & BUSN. INTELLIGENCE, LOGISTICS & SUPPLY CHAIN MANAGEMENT, PROJECT MANAGEMENT,

Market Expansion, Initiating Tie ups, Strategy formulation, Container & Bulk logistics handling

With double Masters in International Business & Strategic Management (UK) offering around 8 years of Global & Domestic - Marketing & Business Development experience in different commodities mainly minerals including Bentonite, Quartz, Feldspar, Marble, Granite, Wood, Metal Scrap with Market Leaders / Established Companies / JV

CAREER –AT A GLANCE

- **Marketing Strategy & Business Development Specialist:** Adept in conceptualising & implementing competitive strategies for generating sales, developing and expanding market share towards the achievement of revenue & profitability targets in line with the broader policy & Objectives from the Top management.
- **Global Marketing experience** – Visited **Australia, New Zealand, Ukraine, Brazil, China, Germany, Belgium, South Africa, Kuwait, Qatar, Singapore, South Korea, Ghana, Cote D'Ivoire, Vietnam, Hongkong, Oman, Bahrain, Thailand, Philippines, Uzbekistan** etc for Business development
- **Logistics both Domestic & Exports** – Containerised Cargo & Bulk Shipping - Negotiations to handling
- **Consistent record of delivering results** in terms of Market growth, Target marketing for specific segment, Initiating Tie-ups
- **Effective communication & Relationship management:** build a solid base of customers through astute planning & A relationship based approach, Gifted with the vision, determination & skills needed for high-level market-building strategies

OCCUPATIONAL CONTOUR

General Manager – Sales, New Business Development & Marketing - Since April 2019 to Present

Regional In charge (April 2016 – March 2019) for GIMPEX-IMERYS INDIA PVT LTD, (Joint Venture Co. between Gimpex Ltd, India & IMERYS, France) based at Ahmedabad

Significant Highlights

- Heading the Marketing & Sales Development for rapidly expanding organization with phenomenal growth from early 2016 for both Domestic & Exports market
- Handling the sales team to generate higher sales from same platform with new portfolio of products
- Establishing the credibility of fresh products in existing markets & positioning ourselves as best alternative option

- Continuously involved in promotion of new products since last 1 year with quantifiable success
- Developed & added more than 20 new clients with 60% in export markets
- Added the biggest clients in industry by volumes
- Created a chain of agents & distributors in various territories including South East Asia
- Successfully concluded long term supplies contract in competitive Markets
- Visited various overseas markets including Australia, NewZealand, Ukraine, South Korea, Vietnam, Hongkong & Thailand for New business development & generating new leads
- Conceived, Organized & Coordinated the idea of Vibrant Stall in Exhibitions with concept of branding & more market visibility to target clients
- Extensive market research for designated territories & allocated products for new market penetration & exploration especially South East Asia & Oceania
- Continuous communication with clients regarding the performance of our material & in case of any issues ensuring a response within 3 days by involving concerned departments
- Working on to find new applications of our present product portfolio thereby further pushing the boundaries of our market segments to generate higher revenues
- Coordinating the efforts of technical team to successfully convey their message to the desired clients / leads in case of new innovative products
- Analysing customs data for various countries to get insights about market potential including top players, cargo volumes & demand forecasting

April 2015 to March 2016 as Senior Sales Coordinator (Exports & Business Development) for Premier Info Assists Pvt Ltd, Mumbai (Part of Gemini Corporation, Belgium)

Significant Highlights

- Working in diversified products including wood – logs, timber, MDF, steel - second choice steel, sealed units - Compressor scrap, Aluminium scrap – Used Beverage cans
- Formulating strategy for generating new business leads from targeted markets & planning to analyze & acquire business from competitors
- Visited European countries (Belgium, Germany) & African Countries (Cote D'Ivoire, Ghana) on Business Visa for New Business Development in virgin territories & sales coordination with proven results
- Developed chain of Agents & networks in the visited countries to work on behalf of us for further expanding our business & also provide us with local market situations on timely basis
- Coordinating & Working with Suppliers to ensure consistent supplies of our portfolio are maintained & delivered as per agreed schedule & terms
- Handling Complete Coordination between Clients, Documentation, Logistics & Suppliers from taking purchase orders to actual payment realization
- Internal following up with Documentation Team for timely submission of documents including Non Negotiable sets to clients for approval & final documents to Bank for payment realization
- Following up with Logistics team for loading plan of standing purchase orders & loading details after loading for providing shipment details to clients
- Following up with both supplier & Accounts team for ensuring that supplier invoices are received in time & paid on time
- Working on cost reduction aspect including customs clearing, THC, warehousing costs, LC discounting, inspections charges, specific instructions in purchase order & sales order etc.

November, 2013 to April 2015 Asst. Manager (Exports & Business Development) for GIMPEX - S&B INDIA PVT LTD, Bhuj (A Joint Venture Co. between Gimpex Ltd, India & S&B Industrial Minerals S.A, Greece)

Significant Highlights

- Export Marketing - Making the brand presence felt in target Client segment in International market through Client visits, technical discussions, conferences, expanding geographical reach.
- Visited ASEAN countries & Middle East region for Export Marketing & brand promotion with proven results.
- Strategic marketing - Identifying major competitors, analysing their modus operandi , then selectively concentrating on viable customers from their pool of clients
- Strategy - Initiating Tie-ups with overseas customers and companies, targeting specific companies with similar capabilities to encourage Tie-ups, encouraging clients for contract supplying, Logistical edge etc
- New Business Development - moving in uncharted territories, working on newer applications with clients, targeting particular set of clients in each sector with best reputation, exploring lesser known markets
- Logistics – working for various modes of transportation including Road, Rail & Sea - Negotiating & Handling 100-150 containers per month, with bulk cargo ranging from 5000 to 25000 tons lot.
- E-Marketing – Popularizing our brand with major B2B sites, presence in all top E-trading platforms including Alibaba.com to Indiamart.com, registering with relevant regional trading websites etc.
- Client visits - Receiving clients & Delegation from Abroad for visiting our establishment & managing their complete schedule including presentations and spot explanations
- Overseas Market research – Have maintained & analysed the available customs data on products deemed important, for compiling export data, major importing countries, product applications etc
- Diversification of customers from 1 segment to more than 7 segments as present, increasing market share by diversifying market from concentration on one segment to approaching various segment
- Market segmentation based marketing approach, by dividing market into segments and preparing a separate strategy to deal with each segment accordingly.

Since February 2010 – October 2013 : Asst. Manager (Marketing) for Gunjan Minerals Private Limited, Bhuj

Significant Highlights

- Identifying prospective clients, generating new business from the existing clientele in line with business targets. Mapping client's requirements & providing best products to suit their requirements, generating business from probable accounts and achieving sales growth.
- Increased Market share from 7800 tons to around 12000 tons Annually , increasing market share through better networking and online marketing coupled with direct and indirect promotion strategies
- Online marketing and net promotion for the firm including popularizing our product and website with all the Major B2B sites in the market including Indiamart , Exportersindia etc
- Accounted for Export Marketing, Domestic sales, Logistics, Customer specific product development , providing a monthly report regarding dispatch schedules, marketing plans , demand forecasting , export promotion measures etc

ACADEMIC CREDENTIALS

MSPME: Master in Strategic Project Management European (UK) 2007-2009

Masters in Strategic project management European (On Scholarship from European Union) under a consortium of 3 reputed Universities including - :

Herriot Watt University (UK)

Politecnico Di Milano (ITALY)

Umea School of Business (SWEDEN)

Areas of focus – Strategy Formulation, Strategic Marketing, Project management etc

MIB: Master of International Business - 2005-2007

Master of International Business from MLSU, Rajasthan (Secured first position in University)

Specialised masters course dealing with International Business, Marketing & Trade.

Main areas of focus are Overseas Marketing Research, International Trade, Global Marketing, Global Logistics

BBM : Bachelor in Business Management – 2002 -2005

Bachelors degree in Business Management from Pacific college of Commerce, MLSU with an overall

understanding of Business including Finance , Operations , Marketing, Human resources , Accounting etc

Other degrees Diploma etc

Diploma in Business Entrepreneurship (**DBE**)

Class 12th from Higher Secondary School Exam from Central Board of Sec. Education, in 2002 / Scored 79%.

Class 10th from Secondary School Exams from Central Board of Secondary Education in 2000 Scored 72%.

CERTIFICATIONS & COURSES

Certificate course in Innovation & Knowledge Management (MIP, ITALY)

BEYOND CURRICULUM

- Won prestigious Erasmus mundus scholarship from European Union
- Completed level B (Intermediate level) in French Language course
- Completed Intermediate Level in Portuguese Language course
- Secured first position in the university
- Captain of college football team

TECHNICAL KNOW-HOW

Well Conversant with MS Office and all major Internet Applications.

Consistently following technical developments helping market promotion

PERSONAL SNIPPETS

Date of Birth: 8th Oct 1984

Residential Address: F 202, Shree Narayan Exotica, Gurukul road, Memnagar 380052, Ahmedabad