**DEEPAK M DAVE**

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**MANAGERIAL LEVEL ASSIGNMENTS**

**Sales & Marketing/ Business Development/ Strategic Planning / Client Relationship Management /**

**Branch Operations/Project Management/Plant Design & Development / Team Management ~**

***Location Preference; Gujarat.***

**PROFESSIONAL SYNOPSIS**

Post Graduate Diploma in Marketing Management with ***nearly 23 years’*** experience in Strategic Planning, Sales & Marketing, Branch Operations, Client Relationship Management and Team Management. ***Currently designated as***

***Regional Manager with M/sStar coolers & Condensers Pvt. Limited,( An Indo- British Joint venture) Ahmedabad.*** Adept in managing sales operations with focus on top-line & bottom-line performance and expertise in determining company’s mission & strategic direction as conveyed through policies & corporate objectives. Demonstrated abilities in accelerating growth & achieving desired sales goals. A proactive planner with abilities in devising effective strategies for augmenting business, identifying and penetrating new market segments, promoting products for business excellence. Significant experience in contributing to organisational success by managing and undertaking appropriate marketing activities.

Possess experience in setting up and heading complete branch operations with key focus on bottom line profitability by ensuring optimal utilization of available resources. Skilled in managing teams to work in sync with the corporate set parameters & motivating them for achieving individual & business goals. An effective communicator with good organisational skills.

**ORGANISATIONAL EXPERIENCES**

Presently working **as a Regional Manager – Western Region with M/s Starcoolers & Condensers Pvt Ltd ( An Indo- British Joint Venture )** renowned manufacturers of Air cooling Units for Ammonia/ Freon Refrigerant , Humidifiers, Blast freezers, Precooling Units ,Aircooled Condensers , Evaporative Condensers , HVAC and Refrigeration equipments etc.

**April- 11 – March-12 with Rinac India Limited as a Dy. General Manager –Business Development , Ahmedabad.**

( walk-in-coolers/ cold rooms/ Stability Chambers/ Refrigeration equipments / NH3/ Freon Compressors/ Condensers/Evaporators/ Chillers /HVAC equipments/ Pharma Clean Rooms/ PUF insulated sandwich panels etc )

I have booked and executed various horticulture / Marine/ Dairy industries cold storages in Saurashtra and

Gujarat region. I have booked orders for I.Q. F. ( Individual quick freezing line ) orders/ blast freezers/ Chiller orders.Also booked orders for cold rooms/ stability chambers/ clean rooms in reputed companies like Lupin Pharma/ Zydus Cadila /Hindustan Unilever etc. And milk/curd cold room orders from Sumul Dairy/ Vasudhara/ Banas Dairy etc.

**Nov’07- March’11 with Sintex Industries Limited, Kalol, North Gujarat Senior Manager – Marketing**

*(Working in Prefabricated Insulated Continuous Sandwich Panel / Prefab Division of the company).*

**Feb’04 – Nov’07 with Pidilite Industries Limited, Ahmedabad Area Sales Manager**

*(Working in Dr. FIXIT - Construction Chemicals Division/ waterproofing of terraces/ Heatshield paints etc )*

**Feb’89 – Jan’04 with Beardsell Limited, Ahmedabad**

*(Last designated as Branch In-charge)*

*The Growth Path*

Joined as a Sales Engineer and promoted as Area Sales Manager last designated as a Branch Manager.

**Sep’87 – Jan’89 with Dikshit Consultants and Engineers Private Limited, Ahmeadabad Project Engineer**

*(Handling plant design, execution, follow-up and coordination of the projects).*

**Feb’87 – Aug’87 with Airmax ( Gujarat ) Pvt. Ltd , Ahmedabad. Junior Sales Engineer**

**For Window/ Split Airconditioners Manufacturers.**

**CORE COMPETENCIES ACROSS THE TENURES**

**Strategic Planning / Sales & Marketing**

* Managing business operations with a view to achieve business (sales volume & market share) objectives and ensure top line and bottom line sustainable profitability.
* Analysing and evaluating new business opportunities, due diligence, financial modelling for business valuation. Formulating & implementing strategies/ policies and reaching out to new markets for the business expansion.
* Formulating & implementing strategies / policies and reaching out to the unexplored market segments / customer groups for business expansion. Costing / Commercial & Price negotiations with clients. Driving Annual Sales Plan.
* Gathering market intelligence, tracking competitors’ activities and providing valuable inputs for fine tuning sales & marketing strategies.

**Channel Management**

* Establishing strategic alliances / tie-ups with financially strong & reliable channel partners (dealers); implementing strategies to maximise sales and achieve revenue targets.
* Expanding product reach in the market and coordinating with the trade partners (dealers) to assist them to promote the product.
* Administering cost management, infrastructure planning and enhancing the distribution networks.

**Branch Operations**

* Setting up and heading complete branch operations with key focus on bottom line profitability by ensuring optimal utilization of available resources.
* Devising and implementing policies/procedures for the all round development of branch as well as reducing overall costs to the branch through various means.
* Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst team members.

**Project Management**

* Handling project activities involving working out various requirements with respect to process, equipments, manpower & monitoring overall project operations for ensuring timely completion.
* Installing, commissioning & troubleshooting problems arising in the total execution of job. Taking stringent quality measures including preparation / maintenance of necessary documents and conducting audits to ensure compliance with standards.
* Overseeing plant design, execution, follow up and coordination of the project.

**MAJOR ATTAINMENTS ACROSS THE TENURES**

**At Sintex Industries Limited**

* Succesfully orders booked and projects executed for cold storages like APMC- Baroda/APMC- Dahod/
* Cold storage at Mahuva etc Marine / fish cold storages orders booked and execured in Veraval/ Mangarol/ Porbandar area and Horticulture projects booked and executed in Deesa/ Dahegam/ Ahmedabad area.
* Networked with leading cold storage/ HVAC consultants/ Hospitality/ Hotel industries/Kitchen consultants/ Infrastructure Companies, Leading Builders, Project Consultants, Leading Architects, Structural & Glazing Consultants, Roofing and Cladding Contractors. Like SMPS Consultants, M/s SIJCON, Ar. Hafeez Contractor –Maharashtra, Power Generaton Company - Andhra Pradesh, .Power Genaeration Company, Larsen & Toubro & Adani Power Company.
* Recognised for giving the main thrust on power generation and cold chain sector segment for volume sales.
* Distinction of delivering numerous Power Point Prsentation to Leading Architects/ Consultants & Public Sector Power Generation.
* Received a key order - Barmer and Bhusaval power project.

**At Pidilite Industries Limited**

* Visited various Architects, Builders, HVAC Consultants, Project Consultants Industries, Government Departments, Organisations, and Municipal Corporations.
* Merit of interfacing with leadig project consultants thereby resulting in project sales at Tata Power/ Adani Group and ONGC.
* Delivered technical presentations thereby specifying the products in tender documents of ONGC., Heavy Water Plant, Kakrapar Atomic Power Plant , Govt department like Railway, P & T & BSNL.

**At Beardsell Limited:**

**Leading manufacturers of insulation materials like EPS(thermocole)/ PUF slabs/pipesections and**

**Insulation contractors for hot/cold/thermal energysaving insulation for cold storages/pipelines/ductinsulation**

**In various end user industries like fish/marine/horticulture/dairy/food/agro etc**

* Looked after Thermal Insulation turnkey projects; handled marketing of Pre-fabricated Structural Insulated Sandwich Panel Systems where either EPS or PUF.is sandwiched between two Colourcoated metallic sheets
* Supplied and installed to various Pharma Industries and Cold Storages.Executed Horticulture/Marine cold storages projects.
* Successfully booked project orders from Gujarat Refinery, Gujarat State & Fertilisers Corporation- GSFC,ONGC, Sun Pharma, Intas Pharmaceuticals & Dishman Pharma etc.
* Recognised for enhancing market movement and booking orders from leading HVAC companies Like Voltas, Bluestar and Dairy Industries like NDDB and Indian Dairy Machinery Corporation Limited- IDMC ., Banas Dairty, Dudhsagar Dairy, Mehsana, etc.
* Developed constant networking with leading Architects/ structural Consultants and Project Consultants Like leading consultants H & G, SMPS, Pipecon Consultants etc and specified company product and booked orders from end clients.
* Catered to major clients like Voltas Limited, Blue star Limited, Symphony Group, L & T, Public sector companies like IOCL( Guj. Refinery ), GSFC & Petrofills, etc.

**At Dikshit Consultants and Engineers Private Limited as a Project Engineer.**

HVAC PROJET CONSULTANTS

* Making primary design like Heatload calculations, Eqipment selection, Design criteria and Budetory project cost to client etc.
* Coordinated and handled various projects like indindustrial chillers/totrrent house/ UCO bank/ DoorDarashan, Television Bhopal TV station, Bhubneshwar T.V. station ,Ahmedabad T. V. station and many other industrial and commercial complex HVAC systems.

**At Airmax ( Gujarat ) Private Limited.**

* Essayed a key role in steering after sales function of Window Air conditioners/ Split airconditioners etc.
* Recognised for attaining the preset targets.
* **Successfully established excellent networking with leading HVAC consultants/cold storage consultants/contractor and end users.**

**SCHOLASTICS**

* Graduate (B.E. in Mechanical Engineering from L D College of Engineering, Gujarat University, Ahmedabad in 1987.
* Studied Post Graduate diploma in Refrigeration and Airconditioning.( P.D. R. A. )
* Post Graduate Diploma in Technical Sales Management from L D College of Engineering (Conducted by Gujarat Technical Education Board) in 1988
* Post Graduate Diploma in Marketing Management from IGNOU, New Delhi in 1999.
* Attended course on Airconditioning Design duly conducted by ISHRAE Institute of Excellence- Ahmedabad.
* Member of Indian Society of Heating, Refrigetration , & Airconditioning Engineers ,( ISHRAE )Ahmedabad chapter

**PERSONAL DOSSIER**

Date of Birth 21st January 1964

Linguistic Abilities English, Hindi , Gujarati

Expected CTC per annum : Negotiable.

Notice Period : One Month.