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CORE COMPETENCIES

Managerial & Functional

Global Sales Analysis & Forecasting
International Product Strategies
Global Marketing Strategies
Social Media Marketing
International Business Planning
Global Product Management
Global Forecasting
Cross-Region International Project
Go-To-Market Plans
Global Campaign Strategy & Execution
Revenue Generation

Leadership Attributes

Prospecting, Cold Calling
Public Speaking, Event Planning
Strong Communicator
Innovative in Thought & Solution
Strong Deal Closer

EDUCATION

M.B.A. (Marketing Management) from
Shree Chimanbhai Patel Institute of
Management & Research, Ahmedabad,
Gujarat University in 2002

B.B.A. from

G.L.S. Institute of Business Administration,
Ahmedabad, Gujarat University in 2000

PERSONAL DETAILS

Date of Birth: 7th September 1980

Languages known: English, Hindi & Gujarati

Address: 110, Shyam - Satya Bunglows,
Behind Satyamev Hospital, Chandkheda,
Ahmedabad Pin: 382424 Gujarat INDIA

HIMANSHURAI SUNSARA

GLOBAL BUSINESS PROFESSIONAL

INTERNATIONAL BUSINESS DEVELOPMENT | GLOBAL SALES & MARKETING

COUNTRY EXPOSURE

THE UNITED KINGDOM | THE NETHERLANDS | SPAIN | GERMANY | GREECE | EGYPT
CHILE | CHINA | KENYA | UNITED ARAB EMIRATES (DUBAI) | NEPAL

PROFILE SUMMARY

- Internationally acclaimed business professional possessing an impressive record of career advancement with excellence in reducing costs and maximizing profitability through successful accounts and customer relationship management approaches and the introduction of strategic, productivity-enhancing initiatives
- History of excelling in introducing new organizational change, expanding into international markets, and leveraging existing technology & knowledge base with internal resources to facilitate business excellence
- Gained rich international sales & marketing experience with the ability to work in culturally diverse regions like South America, Europe, the Middle East, Africa, and Latin America
- Expertise in determining the company's mission and strategic direction as conveyed through policies & corporate objectives

TECHNICAL COURSES

- PG Diploma** in Information Technology (Principles & Practice of Programming, Object Oriented Software Design, Advance Internet Programming, Operating Systems, Interface Designs & the World Wide Web) from South Bank College, London, United Kingdom in 2009
- Advance Diploma** (Information Technology, Fundamental of Information Technology, Database Concepts, Computer Networks, Advance Internet Programming, Computer Communications, Commercial Programming) from London Academy of Computing and Electronics, London, United Kingdom in 2008
- Masters Diploma** (Internet Architecture, Internet Fundamentals, HTML, VB Script, C++, Linux, UML, Oracle 8i, Java Beans, XML, .NET, WAP) from SSI Limited, Ahmadabad, Gujarat, India in 2002

WORK EXPERIENCE

HEAD – GLOBAL SALES & MARKETING

PRASPACK POLYMERS • AHMEDABAD, INDIA

JAN 2020 – PRESENT

- Develops and implements strategic & tactical marketing plans for the introduction of business into South America, Middle East & North Africa (MENA) regions, European Union countries, Latin America & The Caribbean Countries
- Planning out strategies to tackle the already existing business competition in the international markets and prioritizing product development opportunities to maximize market share, sales, and profits
- Analyse and implement all operational plans and ensure increase in sales and prepare required forecasts for executive management
- Identify, pursue and close new customer accounts, attend international exhibitions and manage product demonstrations in specific target market areas to increase the new business

HEAD – GLOBAL BUSINESS**SOLARIUM GREEN ENERGY • AHMEDABAD, INDIA****SEPTEMBER 2018 – DEC 2019**

- Establish a sales and marketing structure defining functions, relationships, communications, roles, and responsibilities. Sustaining a one sales team culture across the globe.
- Focus on markets underserved by tracking and managing existing representatives and OEMs in our utility and process sales channel.
- Locating, developing, and training new distributors, OEMs, and end-users on our products to promote them in the marketplace.
- Representing SOLARIUM brand in various exhibitions, tradeshow, industry functions such as association events and conferences and provide feedback and information on market and creative trends, deliver presentations for potential clients

INTERNATIONAL BUSINESS DEVELOPMENT MANAGER**LUBI ELECTRONICS • AHMEDABAD, INDIA****JULY 2013 – AUG 2018**

- Spearheaded development & expansion of business by leveraging existing relationships and proactively identifying new opportunities with major target customers across Europe, the Middle East & Africa and facilitating the worldwide promotion of solar photovoltaic modules
- Acting as a Corporate Expert & Facilitator for attending and addressing professional symposia conferences, meetings of clients, associations to maintain a high and positive profile for the organization and provide the basis of a responsive service-driven corporation
- Directing sales operations & identifying the target market for the company and devising a marketing overview regarding the competition for Lubi Electronics
- Facilitating global sales and business development (B2B, B2C) and implementing sales strategies, and providing branding support
- Interfacing in negotiating contracts with customers globally and structuring & closing deals
- Focusing on strengthening the company's network and representing the company for various global deals with both potential customers and suppliers. required forecasts for executive management
- Attending international exhibitions, conferences to promote the company's presence and focus on the great impact events and trade shows

SIGNIFICANT ACHIEVEMENTS

- Delivered an 80% increase in sales than last quarter by implementing an effective consumer support system
- Launched new technology generating business resulting in ₹ 35 crores increase in revenues
- Achieved market penetration and global product expansion through strategic business planning which resulted in a 70% increase in revenue and profitability
- Research and evaluate existing business structure by applying various business analysis tools such as SWOT formulated end-to-end sales solutions, streamlined operations while contributing to long-term growth objectives of the corporate entity
- Interacted with prospects and maintained cordial business relationships with key clients such as ECO SUN (Greece), AL-SAIFI STAR (Yemen), SOLAR ROCKET (Spain), VICO EXPORT (Spain)
- Developed the strategy and roadmap for the organization's international expansion; conceptualized and developed new business strategies which led to an increase in business worth 10 crores
- Mined strategic partnership with General Pumps, a Spain organization which boosted the product revenues by more than 60% over 2 years

INTERNATIONAL MARKETING MANAGER**SHAH ALLOYS LIMITED • AHMEDABAD, INDIA****MARCH 2012 – JUNE 2013**

- Maintained correspondence & communication with the overseas buyers right from sending offers & to making business contacts
- Facilitated international product development and investigated and developed new markets, both internationally and locally
- Interfaced in performing shipping & export documentation required for international shipments interfaces as well as customers clearance by providing custom declarations for shipment transactions
- Representing SHAH ALLOYS brand in various exhibitions, tradeshow, industry functions such as association events and conferences and providing feedback and information on market and creative trends, delivering presentations for potential clients

SALES MANAGER**RR SHIPPING PRIVATE LIMITED • AHMEDABAD, INDIA****JAN 2010 – FEB 2012**

- Looking after sales, customer support, maintaining proper records pertaining to shipments, Liaise with Airlines, Co-Loaders, Shipping Lined & CHA
- Handling both Air & Sea exports & imports shipment
- Liaise between overseas agents and consignees
- Coordinating with the agents directly for their nomination shipments
- Implementing SOPs of the company on a regular basis for smooth handling of shipments as per agent's or consignee's requirement

SALES MANAGER**MASTER SUPPLIES LIMITED • LONDON, UNITED KINGDOM****JULY 2006 – NOV 2009**

- Sales & Marketing of Products of Master Supplies all over the United Kingdom
- Responsible for driving sales in the whole of the country in order to meet yearly targets
- To manage client relationships through all phases of the sales cycle
- Develop and maintain prospect and customer list based on strategic marketing data
- Provide a consultative solutions sales process to prospects
- Responsible for tracking customer information, forecasts, and report

SALES EXECUTIVE**CAPITAL CARE PRIVATE LIMITED • AHMEDABAD, INDIA****OCT 2002 – JUNE 2006**

- To meet prospective clients to acquire data about their monetary resources and needs
- Explain various available insurance policies like property, health, and fire to the client
- Calculate premium and demonstrate payment process
- To customize the insurance programs as per the needs of the customer
- Selling different types of Life & General Insurance policies to organizations and Government offices