

CHANDRU V. RAMCHANDANI (Ram)

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COMMERCIAL EXCELLENCE MANAGER

Meticulous commercial excellence manager, who undertakes realistic challenges, meets tight deadlines and delivers with superior performance. Possess practical knowledge in corporate business-to-business negotiation, retain and grow existing business with a particular focus on customer relationship management tool and develop new tool to excel the business. Operates with strong sense of urgency and takes ownership and belonging to the company. Fluent in English, Thai, Hindi & Sindhi. Core competencies include:

- Customer relationship management
 - Team Player
 - Integrity
 - Leadership Behaviors
 - Entrepreneurial thinking
 - Distribution channel management
 - Budgeting & Forecasting
 - Result Oriented
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Professional Experience

ARMACELL (THAILAND) LTD.

April 2016 – Present

Leader in elastomeric thermal & acoustic Insulation solutions, producing a range of rubber foam insulation products for Heating, Ventilation, Air-Conditioning & Refrigeration industry

Commercial Excellence Manager - Global

- Based out of Thailand and supporting Global Sales & Marketing team on CRM Software training (Salesforce.com)
- Develop and implement new tools to support Sales & Marketing organization to achieve WAM (World Class Armacell Mindset)
- Develop and deployed Cases from scratch to support Global Customer Service to record and resolve customer inquiries, questions and complaints
- Develop and deployed Quality Management System in Salesforce.com to streamline the process all the way from Customer Complaints/Quality to define issues, define defects, preventative measure and finally complaint/quality resolution
- Integration of Microsoft Outlook with Salesforce to streamline and real-time sync of Events, Tasks, Emails to customers, Drag and Drop to create Cases

ARMACELL (THAILAND) LTD.

May 2015 – March 2016

Leader in elastomeric thermal & acoustic Insulation solutions, producing a range of rubber foam insulation products for Heating, Ventilation, Air-Conditioning & Refrigeration industry

Business Development Manager - APAC

- Based out of Thailand and supporting APAC team in developing new market segments, particularly in Acoustics & Retail segment.
Creating training materials for Salesforce.com & training APAC commercial team on Salesforce.com. Supporting APAC leadership in developing new software tool for Demand Creation and Integration of Salesforce.com with IBM Lotus Notes Mail.

ARMACELL (THAILAND) LTD.

2010 – August 2014

Leader in elastomeric thermal & acoustic Insulation solutions, producing a range of rubber foam insulation products for Heating, Ventilation, Air-Conditioning & Refrigeration industry

Regional Sales Manager - ASEAN

- Built a team from 2 sales in local ASEAN countries to 11 sales and grew the company sales from \$7 million in 2010 to almost \$12million in 2014.
Travel extensively to support the local sales team; negotiate with distributors and customers. Develop pricings, budgets, forecasts on monthly, quarterly and yearly basis. Work on specific mega projects in ASEAN with direct communication with distributors, consultants & contractors.

THAI SEKISUI FOAM CO., LTD.

2007 - 2010

Leader in manufacturing of irradiation cross-linked polyethylene foam producing a range of PE foam for applications in automotive, constructions, consumers goods and Heating, Ventilation, Air-Conditioning & Refrigeration industry

Export Sales Manager - ASEAN

- Increased overall international sales from \$0.5million in 2007 to almost \$5million in 2010.

Plan yearly sales and execute it solely. Plan trade shows participation, travel schedules for the year & sale budget for the department. Target upcoming markets & projects and assist customers in acquiring maximum sales and project through technical & moral support.

EASTERN POLYMER INDUSTRY CO., LTD.

1999 - 2007

A pioneer in manufacturing EPDM based elastomeric foam insulation for thermal applications. serving the Heating, Ventilation, Air-Conditioning & Refrigeration industry

Export Sales Manager

- Increased overall International Sales from \$16m/year to \$22m/year within 3 years.
Plan yearly sales; lay down the marketing & sales plan for the sales team. Make sure to execute the plan with help from sales and co-ordination team. Plan trade shows participation, travel schedules for the year & sale budget for the department. Target upcoming markets & projects and assist customers in acquiring maximum sales and project through technical & moral support. Organize meetings with R&D, production, planning & shipping to meet & improve quality of the product and service to the customer.
Other achievements includes - Increased sales of Korean market alone from \$200K/year to \$2.5m/year within 6 years, Increased sales of Indian market from \$75K/year to \$700K/year,

Helped extensively to put up a manufacturing facility in USA, Solely carried out the feasibility study and plan to put up a satellite production plant in Switzerland, Handled top 5 accounts of overall International customer base with constant increase in their sales.

STERLING (THAILAND) LTD.

1990 - 1995

An Indian owned family trading company in Thailand involved in exporting ready-made garment and sundries to South America and Middle East

Export Sales Manager

- Made high profits for the organization in negotiating with customers and suppliers. Overall departmental responsibilities beginning with customer retention, order taking, contacting suppliers, negotiating price, negotiating cost of goods, organizing shipping, documentations and overseeing quality control.
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Education

Bachelor of Science in Mathematics (1990)

Extensive training in areas of Leadership, High Performance Team, sales, marketing, customer relationship management, ISO 9001:2000, Customer Satisfaction, Business Planning, Insurance basics, Fire standards, Salesforce.com, Strategic Selling, Spin Selling and more.

Technical Skills

Skilled with Microsoft Windows, MS Word, MS Excel, PowerPoint, Outlook, Navision Axapta, Lotus Notes, Salesforce.com and more.