

CONTACT

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CORE COMPETENCIES

Operational Efficiency	
Risk Management	
Market Analysis	
Product Development	
Regulatory Compliance	
Strategic Planning	
Business Development	
Project Management	
Performance Metrics	

EDUCATION

- 2024
Advance General Management Program: Management Course
IMT Ghaziabad
- 2009
Masters (Mechanical Engineering)
Northumbria University, UK
- 2007
B.E. (Mechanical Engineering)
Dayananada Sagar College of Engineering, Visvesvaraya Technical Universoty, Belgaum, Karnataka

SOFT SKILLS

Problem-solver	
CRM-C4C	
Coordinator	
Communicator	
Analytical	
Decision-maker	

SATADRU BOSE

ABOUT ME

Results-driven Mechanical Engineer (15+ years) with proven success in industrial business operations. Expertise in market analysis, strategic planning, and client relationship management. Deep understanding of mechanical engineering principles, welding metallurgy and fabrication. Adept at leading teams, managing projects, and exceeding revenue targets. Seeking a challenging role to leverage expertise and contribute to a dynamic organization.

PROFILE SUMMARY

- Possess over 15 years of experience, proficient in managing team, business development and Operations, conducting training, leading projects, leadership and strategy and facilitating cross-functional communication within industries.
- Proficient in **Industrial Replacement Fluid Power-Hoses and fittings, Welding Metallurgy and consumables, Industrial Lubricants, Project Management, Customer Service, Competitor Analysis, and Contract Management**.
- Successfully supervised business operations, client negotiations, and technical aspects of metal and alloy manufacturing.
- Skilled in Team Leadership, Team Motivation, Customer Relationship Building, and Management.
- Achieved increase in efficiency through the implementation of new lubrication techniques and Welding technicalities.
- Gained knowledge in Business Planning and implementing strategies for improved technical performance.
- Proficient in developing and executing strategic plans, with a proven track record of driving revenue growth through effective customer relationship management, resulting in increased market share and profitability.
- A highly motivated and results-oriented professional with extensive experience in the mining, cement, heavy equipment, OEM, steel, power, refinery, and chemical industries. Possessing a strong understanding of the technical, operational, and commercial aspects of these sectors, with a proven track record of success in project management, business development, and strategic planning

WORK EXPERIENCE

Aug'25-Present | Regional Manager-IRFP | Gates India Pvt. Ltd, Gujarat

Responsibilities:

- Determining annual and gross-profit plans by forecasting and developing annual sales quotas customer-wise; projecting expected sales volume and profit for existing and new products; analysing trends and results; establishing pricing strategies; recommending selling prices; monitoring costs, competition, supply, and demand.
- Meeting marketing and sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analysing variances; initiating corrective actions.
- Achieving marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing quality and customer-service standards; resolving problems; completing audits; identifying trends; determining system improvements; implementing change.
- Accomplishing marketing and sales objectives by planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion programs; developing field sales action plans.
- Identifying marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share.
- Improving product marketability and profitability by researching, identifying, and capitalising on market opportunities; improving product packaging; coordinating new product development.
- Sustaining rapport with key accounts by making periodic visits; exploring specific needs

Responsibilities:

- Spearheaded sales and market development across the Gujarat territory of Maintenance and Repair **Welding products**, Turn-key Jobs and Wear Plates
- Possess in-depth knowledge of various welding processes (e.g., GMAW, GTAW, SMAW), welding metallurgy, and industry standards (AWS, ASME)
- Monitoring a high-performing team of 8 sales engineers, 2 Area managers, exceeding sales quotas consistently through effective coaching, training, and performance management with P&L responsibility.
- Managed a network of 10 distributors across Gujarat, optimizing their performance through regular reviews, targeted training programs, and incentive programs, resulting in a 15% increase in distributor sales.
- Cultivated and maintained strong relationships with key clients across various industries in Gujarat, leading to increased customer satisfaction and retention

Jan'22-Jan 25 | Deputy Manager-Mining, Cement & Metals | FUCHS Lubricants Pvt. Ltd., Kolkata

Responsibilities:

- Delivered a 35% increase in sales revenue of Special Lubricants within the Eastern Zone (8 states), exceeding targets and contributing significantly to overall company growth with P&L responsibility.
- Single-handedly managed all Business Operations and distribution activities across the expansive territory, demonstrating strong leadership and organizational skills.
- Effectively managed and optimized a network of 9 distributors specializing in the Cement, Steel, Metal, Power and Mining industries, fostering strong partnerships and driving performance.
- Successfully expanded market share and penetration within the Eastern Zone, despite competitive pressures.

Oct'18-Jan'22 | General Manager | Anchor Container Services Pvt. Ltd., Kolkata

Responsibilities:

- Heading the Business Development team for new leads and generating sales. Registered 25% Growth in the **heavy fabrication components**
- Orchestrated the alignment of position requirements, schedules, and production team workflows with meticulous planning and coordination.
- Delivered pivotal projects punctually, within budgetary constraints, and with an exceptional standard of precision.
- Strategically devised schedules and allocated resources to fulfill both current and backlog production demands.
- Provided leadership to a team of 25 professionals, ensuring optimal performance and cohesion.

May'17-Oct'18 | Sr. Engineer | Henkel Adhesives Technologies Pvt. Ltd., Gujarat

Responsibilities:

- Supervised Adhesives market trends within Industrial Machinery prone to heavy vibrations, as well as Liquid Processes across Chemical, Refinery, Steel, Power, and Cement sectors.
- Contributed to the selection of suitable distributors/vendors for product Sales and provided technical assistance during client negotiations.
- Conducted comprehensive studies on component metallurgy and wear mechanisms like abrasion, erosion, and corrosion to offer optimal Wear Resistant solutions.
- Presented engaging sessions to potential clients and during New Product Development and Brand Marketing, simplifying technical information on applications and benefits for Preventive Maintenance.
- Led the development of critical corrosion protection applications, notably in Refinery pipelines, encompassing solutions for pipe supports and various Refinery applications such as those at IOCL and Reliance.

Professional SKILLS

Business Development
Marketing
Relationship Management
Dealer & Distribution
Planning
Strategy
Leadership Management
Product Development
Technical Product
Industry Knowledge
Process Knowledge
Problem Solving
Market Analysis
Key Account Management
Operations
Supply Chain Management

ACHIEVEMENTS

- Gained rich plant exposure – Tata motors, Bhilai Steel Plant, Dalmia, Ambuja, Star Cement, Nuvoco, JSW, Ultratech, Shree, ACC Cement, JK Lakshmi Cement, Vizag Steel Plant, JSW, Jindal Raigarh, NTPC, NHPCL, Ultratech Cement, Ambuja, NUVOCO, IOCL-Vadodara, Essar Steel- Surat, Reliance- Dahej & Hazira , L&T HED, GNFC Bharuch, Vedanta & NALCO.
- Provided vision and guidance to a group of minimum 20 employees at all process industries, training them on sufficient technical knowledge and procedures.
- Conducted various training programs with new technologies.
- Successfully supervised service jobs as a consultant/ liaison in Cement, Mining, Steel and Power industries.
- Managed strong documentations of component life with component failure study and recommended right product which increases revenue.

PERSONAL DETAILS

Date of Birth	: 29 th August 1984
Languages Known	: English, Hindi and Bengali
Present Location	: Ahmedabad

Apr'14-Apr'17 | Territory Executive | Ewac Alloys Ltd- L&T, Nagpur, Maharashtra

Responsibilities:

- Spearheaded a team specializing in Maintenance & Repair Welding products, providing impactful training initiatives and nurturing enduring client relationships across Mining, Steel, Cement, Power, and Heavy Engineering sectors.
- Maintained proactive communication with key accounts, consistently achieving high satisfaction ratings through regular needs assessments and adept conflict resolution.
- Supervised the management of distributors and vendors engaged in Service Jobs, ensuring seamless operations and client fulfillment.
- Fostered collaboration among internal staff and external contractors to successfully tackle intricate project requirements.
- Developed and implemented a new sales strategy that led to a market share gain and customer acquisition of 20%

Aug'12-Apr'14 | Application Specialist | Ewac Alloys Ltd- L&T, Chhattisgarh

Responsibilities:

- Successfully developed and implemented product solutions in Maintenance and Repair Welding for key clients in the Steel and Cement sector, resulting in a 25% Growth.
- Provided technical expertise and support to clients, leading to improved customer satisfaction and retention.
- Collaborated with the engineering team to identify product enhancements based on client feedback and market trends.
- Got promoted to Territory Executive in Nagpur

Sep'11-Aug'12 | Cost and Estimation Engineer |, Bhatia Brothers FZE, Dubai

Responsibilities:

- Analyzing project requirements, specifications, blueprints, and other documentation to prepare detailed and accurate cost estimates Provided technical expertise and support to clients, leading to improved customer satisfaction and retention.
- Managing and controlling project costs throughout its lifecycle