

## Contact

91 9500531401 (Mobile)  
parithi91@yahoo.co.in

[www.linkedin.com/in/illamparithi](https://www.linkedin.com/in/illamparithi)  
(LinkedIn)  
[illamparithimurugan.wordpress.com/](https://illamparithimurugan.wordpress.com/)  
(Blog)

## Top Skills

Supply Chain Optimization  
International & Domestic Shipping  
Customer Experience

## Languages

Tamil (Native or Bilingual)  
Telugu (Limited Working)  
English (Professional Working)

## Certifications

Project Management Planning  
(PMP)  
Autocad  
Industrial Safety and Accident  
Prevention  
Terminal operations basics  
Business analytics & Intelligence  
using Microsoft BI Power tool

## Honors-Awards

Rajyapuraskar

# Illamparithi C Murugan

9+ Years Logistics Excellence | Bulk Cargo, EXIM & Rail Specialist  
| AI Generalist & First Mover | Transforming Unorganized Supply  
Chains with AI-Powered Strategies  
Hyderabad, Telangana, India

## Summary

I'm a logistics professional with 9+ years delivering results across sales, operations, and customer success in India's dynamic shipping and supply chain landscape. My core expertise spans bulk cargo, EXIM, rail logistics, and business intelligence, with a proven record of streamlining processes and driving growth in unorganized and semi-organized sectors.

As an early adopter and AI generalist, I specialize in merging hands-on logistics knowledge with the latest digital tools: from automation and data analytics to AI-powered decision-making. This unique blend enables me to unlock efficiency, predict market shifts, and design scalable, strategic ideas tailored for complex, fast-evolving environments.

By bridging industry know-how with next-gen tech, I help businesses transform traditional workflows, ensure seamless operations, and deliver measurable impact—even in fragmented markets.

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## Experience

### DP World

Assistant Manager -Bulk & Rail logistics  
November 2023 - Present (1 year 10 months)  
Hyderabad, Telangana, India

Spearheaded, Sales & Operations for Domestic Rail Bulk business at Hyderabad PFT, specializing in bulk fertilizer movements and H&T contracts.

Cultivate high-value relations with PSU and private sector fertilizer customers, maintaining top-tier customer satisfaction through strict performance and delivery standards.

Liaise with key government bodies (DOA, DOF, co-op societies), leveraging insights to provide strategic, efficient business solutions for profitability and growth.

Drive volume and revenue targets, delivering operational excellence through cross-functional teamwork across ops, finance, and customer service.

## **MBK LOGISTIX PRIVATE LIMITED**

**Territory Sales Manager**

January 2023 - November 2023 (11 months)

Coimbatore, Tamil Nadu, India

Marketed Cordelia Container Shipping Line services, driving volume throughput via key southern Indian ports (Chennai, Tuticorin, Cochin, Mangalore).

Developed new business in target commodities such as eggs, yarn, made-ups, and coir, maximizing market share for major Middle East and Asian trade lanes.

Monitored market trends and competitor activities, delivering insights and forecasts to management for data-driven decision-making and innovative service development.

Orchestrated cross-selling and relationship building across Bangalore ICDs and trade partner

## **ZIM Integrated Shipping Services**

**Assistant Sales Manager**

January 2022 - December 2022 (1 year)

Chennai, Tamil Nadu, India

Pioneered new SME business partnerships across south Indian ports, boosting sales for ZIM & GSL trade lines.

Negotiated contracts and pricing with small and medium BCOs/NOVs, delivering customer-oriented solutions in a highly competitive sector.

Ensured seamless service onboarding by collaborating closely with operations, finance, and service teams.

Achieved budgeted sales numbers, growing market presence and brand value.

## DP World

### Commercial Executive

April 2016 - December 2021 (5 years 9 months)

Cochin Area, India

Drove marketing and brand strategy for DPW's hinterland market operations, maximizing volume and value across a diverse customer base.

Built long-term customer relationships with LSPs, BCOs, trade bodies, and industry stakeholders to secure business growth and customer retention.

Provided pricing support, rate negotiations, and account management to achieve sales and revenue targets.

Produced detailed management reporting, trend forecasting, SWOT, and business insight analyses to identify and capture new opportunities.

## EmbDes Technologies Pvt Ltd

### Management Trainee

September 2015 - April 2016 (8 months)

Bangalore

## RV power Engineering

### Electrical Supervisor

June 2013 - August 2014 (1 year 3 months)

Salem, Tamil Nadu, India

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## Education

### Sona School of Management

Master of Business Administration (MBA), Operations & Marketing Management · (2014 - 2016)

### Sona college of technology

Bachelor of Engineering (B.E.), Electrical & Electronics · (2010 - 2013)

### KSR Polytechnic College

Diploma, Electrical & Electronics · (2007 - 2010)

### Sengunthar hr sec school

· (2003 - 2006)

