

**SRINIVASA RENGAN**

**Mobile: +971-566279218**

**+91-8220981155**

**Email:srinivasarengan\_sg@yahoo.com**



An accomplished business leader with more than 27years of experience driving organizational growth and excellence with leading organizations in the Middle East and Asia Pacific.

Gained considerable expertise of managing senior level assignments in various disciplines including Business development, Contracts management, Strategizing , Manufacturing, Telecom ,Insurance and Maintenance to realize corporate visions and business targets

Have a strong portfolio of exceptional outcomes in assignments in sectors including oil and gas, petrochemicals, Telecom and Insurance .

Areas of Expertise		
● Automobile	●Distribution Management	●Channel Management
● Insurance	● Petrochemicals	● Telecom

## Professional Credentials:

**Presently Working as General Manager for Sales & Commercial Head in S.A.S.R.A Impex Fzc ( Group of My Box International ) All Types of Fasteners oil & gas like Gas oil, Fuel oil , Base oil and All Grades of Lubricants trading Bitumen From Nov 2020**

- ✓ Oil & Gas oil trader ( Middle Distillates) trading and operations of oil products along with providing support to operations teams and accounts teams
- ✓ Managing a Customer and supplier portfolio focusing on delivering the groups of financial targets both sales & collections .
- ✓ Excellent track record of delivery in fast paced , time sensitive and high growth corporate environment .
- ✓ Highly motivated, optimistic , enthusiastic and a keen learner , willing to take risks / accept challenges .
- ✓ Trading experience of 11 years in UAE having a unique exposure on oil & gas industry , Plastic raw materials

**Worked inMada Fuel & Petroleum Products ( A Group of Al Ghurair ) Senior Trader – Distribution ,Trading both local & International Markets for Gasoil , From Jan 19 to Sep 20.**

- ✓ Maintaining relationship with key vendor contacts through innovative business practices
- ✓ performing market analysis, business assessments and completion analysis To conceptualize counter strategies
- ✓ Creates relationships with purchasing functions within the firms assuring that company is registered as an approved vendor
- ✓ Creates relationships with engineering departments to develop project leads, and actively develop opportunities.

**Worked as Senior Sales Manager – ,Gasoil . Fuel Oil, Bitumen, white spirit Plastic Raw Materials at Al Rama International – Dubai – Petrochemical Division.- From Dec 16 to Dec 18.**

- Build the group strategy and the corporate level business level and functional level strategies
- Recruit and Supervise the sales staff and with supportive functions
- Implement strategic marketing sales plans and forecast for the group companies to meet with group objectives
- Oversee/ evaluate market research and adjust marketing strategy to meet changing market and competitive conditions

**Business & Distribution Head at Zahara Group from May 2011 to Nov 2016 .**

- Heading the division and Managing Profit center
- Work closely with internal teams in bid & proposal process and clearly understanding all customer needs and expectations.
- Expand market footprint, deliver on aggressive sales targets on refinery products
- New Vendor Management
- Generated a 94% growth in business through development of new accounts for Gas oil business fuel oil, base oil & bitumen
- Supervised and coordinated activities of workers engaged in loading petroleum products, such as Fuel oil Base oils diesel, and Bitumen into tank trucks, and scheduled delivery of products to retail service stations and distributors.

**Worked with ICICI PRUDENTIAL , as Regional Head from Dec – 2007 to March 2011 taking care of Madurai Cluster and Pondicherry Cluster for Agency Business Channel & Recruitment Head for Rest of Tamil Nadu.**

- Overseeing sales & marketing operations thereby achieving increased sales growth across region.
- Planning & scheduling individual team assignments to achieve the preset goals within time, quality & cost parameters.
- Reporting manager for 6 Area Managers and 2 Sales Manager
- Responsible for CD Channel , for Madurai Cluster , Salem Cluster & Pondy Cluster 2010-2011.
- Responsibilities also include interview, hiring and training workers for process insurance claims, selling insurance.
- Responsible for setting up of branch and Branch control for 6 districts.
- Maintain 625 million revenue for branch by development of the new accounts. Retain the profitability by reestablishment of lost accounts.
- Prepared activity reports with the interpretation, implementation and enforce company policies, strategies and procedures.

**Worked at Reliance Communications as Post Paid Zonal Lead in India, from Sep 2003 – Oct 2007**

- Spearheading sales, service and credit collection activities in Madurai district with a team of 120 team players Delivering revenues by devising and implementing strategies for the promotion and enhanced sales
- Implemented store promotions, achieve sales & financial objective, within a timely manner, Profitably managed the sales and marketing operations and Portfolio & Demand Funnel Management for achieving the assigned targets.
- Successfully started and managed profit centers, launched new geographies products and services; increase, setting up partner relationships for business ops and extensive experience in developing tactical marketing /sales strategies and supervising large multidisciplinary teams spread across geographies

**Aircel Cellular Limited (No.1 Mobile Operator in South India) as Area Sales Manager' from Aug 2000 – Aug 2003**

- Profitably managed the sales and marketing operations and Portfolio & Demand Funnel Management for achieving the assigned targets.
- Successfully handled a Channel network of 12 retail stores and DMA's & the team of counselors.
- Maintained a high level of Customer Satisfaction through excellent service.

**Cholamandalam Investment & Finance Company Ltd., as Branch Head in Tirunelveli from Jan 1998– June 2000**

- Joined as a Senior Marketing Executive and promoted as Branch Head on achieving targets consistently.
- Coordinating with DSA's & Franchisee, and sourcing business through them.
- Fixing collection targets and ensuring accomplishment of the same, maintenance of net receivables within budget levels.
- Ensuring compliance to Pre and Post Repossession policies of the company
- Liaison with brokers for sale and repossessed assets.

**Worked for (Tata Passenger Cars Division) as Sales Manager in India from Aug 1995– Dec 1997.**

- Promoted Sales through local promotion activities like road shows, melas etc and achieved the set targets. Analyzed the segment by knowing the importance of the Product through RTO office.
- Achieved daily/monthly/quarterly sales call activity/client deliverables by gaining access to prescribing decision makers and influencing purchasing decisions.
- Maintained current and competent working knowledge of product line to educate customer and increase customer's likeliness to prescribe the product.

**Qualification**

Graduation: M.B.A Kamaraj University, Madurai.

**Personal Information:**

Nationality : Indian  
Born 1972  
Languages : English, Tamil, Malayalam Telugu.  
Marital Status : Married, one child  
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