

Dr. Muneer

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EXECUTIVE LEVEL ASSIGNMENTS

| Business Growth, Operations & Management |

Industry Preference: *Electrical*

Key Skills

Strategic Planning

Business Growth & Management

P & L Management

Sales & Marketing

Revenue Expansion

Strategic Alliances & Partnerships

Client & Stakeholder Management

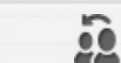
New Set-ups & Establishments

Training & Knowledge Sharing

Performance Monitoring & Evaluation

Team Building & Leadership

Soft Skills



Decision Maker



Collaborator



Attention to Detail



Team Player



Problem Solver



Planner



Profile Summary

- ➔ Performance-driven professional with **nearly 19+ years** of rich & extensive experience in Strategic Business Management, Stakeholder Engagement, P & L Management, New Channel Development and People Management
- ➔ **People Leader**, who has successfully led and motivated teams in cross-cultural environment towards growth and success in the organization; created a clear & compelling view of future through coaching and execution
- ➔ **Bagged National Award-MSME for Best Marketing Professional of the Year** from Govt. of India in June'2021 and **Business Leadership Award** in Aug 2021.
- ➔ **Strong business acumen** with proficiency in delivering outstanding business growth outcomes by repeatedly exceeding targets, and **penetrating new markets** for revenue expansion & business growth
- ➔ **Growth Catalyst with impressive success in driving sales** and amplifying business margin through short-term & long-term business planning
- ➔ **Highly skilled in developing sales plan for each region** (based on historical data, market trends, competitive activity, promotional strategy and sales effort), realistic costs of operating the sales force; and so on
- ➔ Rich exposure in Industrial Segment, Building and Infra Projects, Power (Fossil fuel & Renewable Energy), energy, Oil & Gas / Infrastructure sector like Electricity Boards, Power Generation & Transmission, O&G companies, Fertilizers & Chemicals, Cement, Metals, Railways, Electricals OEM, Institutional & Retail Business
- ➔ A **strategist** with recognized proficiency in spearheading business to accomplish corporate plans and goals successfully

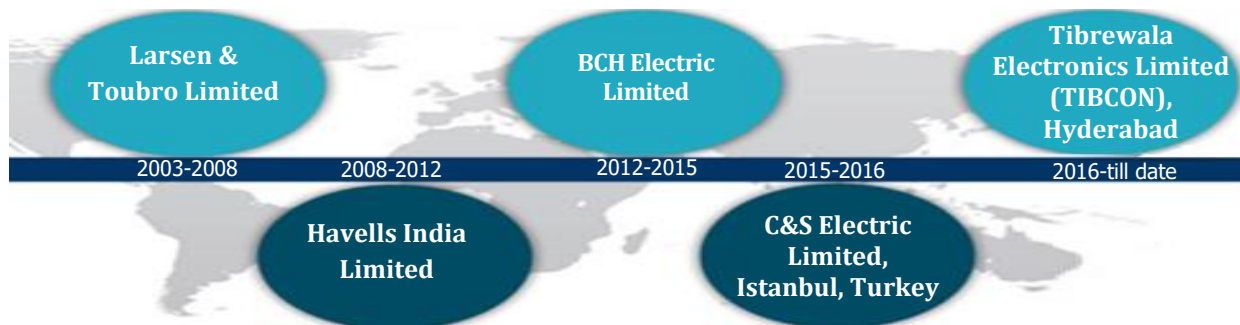


Education

- ➔ **2020: Certificate in Economics and International Business** from IBMI, Berlin, Germany
- ➔ **2020: Certificate in Leadership & Team Development** from IBMI, Berlin, Germany
- ➔ **2015: Ph.D., Doctorate in Business Management** from NOUAT
- ➔ **2008: M.B.A. in Sales & Marketing, Business Strategy** from BIMAT, Sikkim Manipal University
- ➔ **2006: M.E., Electronics** from VBIMT
- ➔ **2003: B.E. in Electronics & Communication Engineering** from Osmania University



Career Timeline





Employment Details

Since Sep'16 with Tibrewala Electronics Limited (TIBCON), Hyderabad
Vice President – Marketing

Role:

- ⇒ **Instituting & executing high level business strategies**, making high-stake decisions and overcoming complex business challenges using experience-backed judgment, strong work ethics and irreproachable integrity to grow business across all regions in India and International Business, handling business in more than 28 countries including US and Europe
- ⇒ **Directing P&L of the country** for all brands including white labelling
- ⇒ **Collaborating with stakeholders & customers** while keeping them informed of progress & issues in order to manage expectations on all requirements and deliverables
- ⇒ **Creating & sustaining a dynamic environment** that fosters the development opportunities and motivates the high performance amongst the team members
- ⇒ **Exploring business potential**, opportunities as well as clientele to secure profitable business volumes
- ⇒ **Administering sales & marketing operations**, increasing sales growth and working on driving sales initiatives in order to achieve business goals
- ⇒ **Formulating business in new & growth areas** and motivating people to perform beyond their normal past established skills/ levels and impacting organization's profitability through effective strategic & tactical management decisions
- ⇒ **Driving business growth & expansion plans** in terms of value, volume, market share & yield by introducing new ideas & concepts
- ⇒ Directing both Domestic and International Business for the entire product gamut of TEL
- ⇒ Steering efforts in:
 - BU management, business development & sales in Energy, State Central Govt utilities & Infrastructure segment (O&G, Railways), Metro Rails, Infra Project and also adding new products
 - CP's strategy, New Sales Channel development, Channel Partner management, product / market assessment, VOC, seminars, road shows, recruitment, training & development of CP's team & hand over successful segments to sales team after building robust segment strategy. Key customers- NTPC, PGCIL, BHEL, Defence All State Electricity Boards, Renewable Energy Central & State Nodal Agencies, O&G, Infra & Private sector energy players
- ⇒ Ensuring effective creation of strong trade network across the country and created strong presence in GCC and Turkey as we are recognized/considered as the best Capacitors company in Turkey rank #2
- ⇒ Contributing towards developing Egypt market extensively

Accomplishments:

- ⇒ Attained:
 - Inwood award in Best Manufacturer of the year - Electronics in 2017
 - Excellence award for Capacitors in 2020
 - Business Leadership Award from IAF in 2021
- ⇒ Track record of adding Key accounts in US, Australia, South Africa, Vietnam, Philippines, Thailand and UAE
- ⇒ Played a key role in creating:
 - Strong OE's across country and Globally who are contributing 40% of the company's Turnover
 - History in the company by achieving 100% targets consistently for over last 4 years
- ⇒ Pivotal improved both Top line as well as Bottom line as I could increase revenues of the Company from 15 MM USD to 50 MM USD in last 5 Years
- ⇒ Holds the merit of adding 25 new products and SKU's to catering new segment and clients.

Mar'15 to Aug'16 with C&S Electric Limited, Istanbul, Turkey
General Manager- Turkey and CIS Countries

Role:

- ⇒ **Directed P&L of the country** for all products
- ⇒ Looked after business development & sales of Optimization & Control products
- ⇒ **Led product promotion and technical presentation** at customer site & conducting seminars
- ⇒ Steered efforts in accelerating growth in aftermarket business through implementation of various initiatives
- ⇒ Strengthened aftermarket service support and drive Customer satisfaction
- ⇒ **Keeping a close track of regional performance** with complete accountability of analysing customer margins, implementing corrective actions to address shortfalls and preparing action reports based on reviews for Senior Management

Accomplishments:

- ⇒ Track record of setting up C&S Electric operations in Turkey and created good profit centre for the Company
- ⇒ Successfully converted large OE's from competitors to C&S fold, like Entes Elektrik, AR Electric, Tibcon Energy, Kondas, KRK Group, Tense and so on



Previous Work Experience

Jan'12 to Mar'15 with BCH Electric Limited Senior Branch Manager

Highlights:

- ➡ Played a key role in closing:
 - PAN India biggest order for DS type plug and Sockets from Indian Railways and Defence
 - Big and prestigious orders, few to name like, JSW, NTPC Korba, Wonder Cement and closed countries biggest order for EPC from BHEL for 150 Million INR
- ➡ Pivotaly developed Hydro, Wind & Solar Power verticals as strategic market for BCH solutions & a source of regular revenue stream

Sep'08 to Jan'12 with Havells India Limited Assistant General Manager (Branch Head)

Growth Path: Joined as Regional Sales Manager – IPCM and rose to the position of AGM (Branch Head) within 1.5 Years

Highlights:

- ➡ Managed both AP & Telangana branches. Responsible for the revenues of INR 4000 MM
- ➡ Pivotaly attended several Foreign trips/ dealer/ business conferences through Havells India, like being part of Hong Kong Macau, China, Dubai, Chang Mai and Thailand conferences

Apr'03 to Sep'08 with Larsen & Toubro Limited Assistant Manager - Sales

Highlight:

- ➡ Successfully closed big and prestigious orders few to name as NCC – INR 40 Million, Mytas-INR 20 Million, Powertech- INR 7.5 Million, City Centre – INR 6 Million and IVRCL- INR 5 Million



Personal Details

Date of Birth: 8th June 1982

Address: Flat#503, Archies Meadows, Gulshan Colony, Shaikpet. Hyderabad- 500 008, Telangana State, India

Passport No.: Z1065750 Issued at Hyderabad, India

Languages Known: English, Hindi, Telugu and Urdu