




## SANJAYNATH MURTHY

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### TOP MANAGEMENT PROFESSIONAL: 30 PLUS YEARS OF RICH EXPERIENCE (26 YEARS IN GULF)

PRODUCT MANAGEMENT

SALES & MARKETING

BUSINESS DEVELOPMENT

#### Trusted Business Partner ~ Collaborator ~ Strategic Leadership ~ Human Capital Management

*ROI-driven Business strategist and hands-on Business Development leader with expertise working with Executive team to identify, evaluate, and execute growth rationale to drive unprecedented profitability while focusing on operational excellence, reducing costs, driving standardization and streamlining business processes in Building/ construction materials, specialty chemicals, Thermoplastic Pipe/Fittings, Stormwater Management/ Treatment & Channel Drains segment*

#### PROFILE SUMMARY

- Forward thinker, **strategic leader and multicultural People Manager** that translates business strategies into profits commensurate with the best interests of stakeholders in wide array of products spanning Building Materials, Thermoplastic Pipes/Fittings, Valves, PE/PP Pipe Joint fusion machines, Construction Chemicals, Coatings, Sealants, Fire Protection, Waterproofing, Storm-water Management, Waste Water Treatment, Oil/Grease Separators, Channel Drains etc
- Dynamic & results driven professional with ability to lead and skills to increase sales revenues (B2B/B2C), exceed targeted goals, develop profitable & productive business relationships, widen sales & distribution network and build an extensive client base in a challenging corporate environment
- Proficient in analyzing financials, identifying underperformances, reengineering business process, and rejuvenating operations to bolster performance, and mitigating risk & cost in the business cycle to enhance volume & margin
- Expand footprint, enhance Brand and create successes backed by an understanding of business as a value creator, solutions mindset, conducting productivity audits driving a high performance work culture
- Demonstrated ability to inspire and motivate others, build high performance teams, implementing continuous improvement programmes and partnering with stakeholders in growing strategy collaboration within and across teams
- An **ambassador of Change** with the record of **successful business process re-structuring**, implementation of solutions in organizations through thought leadership

#### LEADERSHIP STRENGTHS & HIGHLIGHTS

- ⇒ Innovative strategist with consistent record of delivering extraordinary results in growth, revenue, operational performance and profitability. Skilled at researching new products/markets anticipating/capitalizing on market trends to propel new business growth and revenues
- ⇒ Immense experience in handling and promoting sales, identifying business potential in untapped areas and executing high-growth marketing programs as a part of brand building and lead generation
- ⇒ Excellent understanding of business dynamics and market, ability to drive business expansion through aggressive marketing initiatives that delivers revenue growth, market share and penetration
- ⇒ Outstanding skills in interacting with clients, ability to effectively communicate with the target market through design of proper PR strategies

#### CORE COMPETENCIES

Business Management Operations  
Market segmentation  
Productivity & Metrics  
Capabilities Building

Forecasting and Budgeting  
Account Management  
International Business Development  
People Development

Channel Sales/Development  
Competitor Analysis  
Process Excellence  
Corporate Positioning

## CORPORATE EXPOSURE

### General Manager | Flomax Pump Trading L.L.C Dubai -UAE

Dec'2019 – Till Date

*Manage targeted and bottom-line and hence contributing to P/L, building future pipeline for organization - responsible for regional and global sales, AOP for manufacturing operations, providing vision regarding innovation and continuous improvement across the entire business cycle, Area of Operation – GCC, Middle East, Africa and Indian Sub-continent.*

- ⊕—Steering entire array of Sales Operations of Pumps, Plumbing Products and Building Materials/ Construction Chemicals the Company represents in UAE
- ⊙ Developing and executing budget planning, P&L management and growth strategies.
- ⊙ Developing key metrics and measures for the Business Performance. Investigating performance drivers, root causes of process inefficiencies and developing new processes for improved performance
- ⊙ Understanding training and development needs, devising appropriate plan to ensure needs are met
- ⊙ Ensuring sales/ Procurement/ Finance staff are meeting and exceeding expectations

### Assistant General Manager | Munanoor Manufacturing & Trading LLC | Muscat, Oman

Dec'2018 – Nov'2019

*Manage targeted and bottom-line and hence contributing to P/L, building future pipeline for organization - responsible for regional and global sales, AOP for manufacturing operations, providing vision regarding innovation and continuous improvement across the entire business cycle. Area of Operation – GCC, Middle East, Africa and Indian Sub-continent.*

- ⊕—Steering entire array of Sales Operations encompassing Strategy Planning, Target Setting, Business Development, responsible for achieving P&L for a volume of OMR. 24 Mn via team of 45,
- ⊙ Developing and executing budget planning, P&L management and growth strategies, delivering significant results in terms of increase in margin and revenue - top line and bottom line contribution
- ⊙ Defining the marketing strategy and driving company growth through branding and demand generation, inside sales, go-to-market strategy, and channel marketing activities, as well as leading the company's product marketing and product management efforts
- ⊙ Brought business to peak revenue, turned around profitability, instituted stringent controls, reviewing of business, placing customer satisfaction among key priorities
- ⊙ Developing key metrics and measures for the Business Performance. Investigating performance drivers, root causes of process inefficiencies and developing new processes for improved performance
- ⊙ Understanding training and development needs, devising appropriate plan to ensure needs are met
- ⊙ Ensuring sales staff are meeting and exceeding expectations, taking corrective action when needed and conducting periodic updates and performance reviews with team members

#### Highlights

- Accredited for bagging single largest order from PDO for the company worth OMR 3.8 Mn
- Played a pivotal role in proliferating channel network in the Middle East, developed export markets beyond Middle East (India and Africa)

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### General Sales Manager | Advanced Drainage Systems | Middle East FZE – Dubai

Apr'2017 – Nov'2018

*Role covering strategy, turned-around with differentiation derived from delivery of a performance based – Growth strategies and sales of ADS StormTech, Pipes, and Water Quality Systems/products/solutions for Storm Water Management Projects across Middle East, Area of Operation – GCC, Middle East, Africa and Indian Sub-continent.*

- ⊙ Overseeing the total business operations, leveraging entrepreneurial ability and skills in translating corporate vision, to overcome complex business challenges and deliver high decisions and positioning of value added solutions
- ⊙ Capitalize on unique in-market opportunities to drive qualified sales leads, increased local market brand awareness and a platform for thought leadership
- ⊙ Defining short/mid-term business strategies with overall business goals - Devising and implementing strategies of financial support to meet targets, creating long-term sustainability and developing channel(s) for the company's products
- ⊙ Hiring cross-functional teams using interactive and motivational leadership, acknowledged for recruiting and mentoring sales professionals with an equal desire to win
- ⊙ Assisting team with their career development including Performance management, feedback & training

#### Highlights

- Won the largest order in Gulf worth US\$ 2 Mn and orders for Dubai 2020 Project(s) & MOD Kuwait
- Successfully secured approval of ADS StormTech, Nyloplast, FlexStorm, WQU's and Corrugated HDPE and PP Pipes in major Municipalities and Public Works Ministries across GCC
- Secured prequalification and bagged orders in 6 FIFA Stadia in Qatar and all practice pitches for Corrugated pipes

- ⊙ Heading Pan India sales of ACO products & solutions - Channel Drains, Stainless Steel Drainage, and Grease/Oil Separators, building future pipeline for business growth. *Area of Operation –Indian Sub-continent.*
- ⊙ Supporting and driving key product marketing activities including defining, developing and implementing value propositions, market intelligence, competitive differentiation, marketing strategies. Driving current and future product development, customer advocacy, sales and partner enablement
- ⊙ Evaluating market trends and gathering competitive information. Identifying trends that effect current and future growth of regional sales and profitability. Disseminate information to sales representatives, corporate marketing and sales operations for decision making facilitation
- ⊙ Recruit, lead and coach team of 20 people. Achieved a Substantial revenue growth in less than a year

**Highlights**

- Played a pivotal role in presenting Products to consultants & Government bodies, securing prequalification in Ministries
- Bagged the largest order of Channel Drains in Delhi Metro for 5 Kms

- ⊙ Achieving operational objectives by contributing sales information and recommendations to strategic plans and reviews, preparing and completing action plans, customer-service standards, sales system improvements and implementing change. *Area of Operation – GCC, Middle East, Africa and Indian Sub-continent.*
- ⊙ Led the research, development and implementation of marketing strategies and tactics that meet overall objectives, enhance organization's reputation and core values, and drive competitor advantage
- ⊙ Build and execute a framework for people development within the organization to ensure employees perform at optimal levels and can realise their career goals

- ⊙ Sales & distribution of ACO products for North Gulf (Channel Drains, Stainless Steel Drainage, and Grease/ Oil Separators etc.) across Middle east
- ⊙ Continuously maintain relationships with outside sales team by effectively communicating sales targets with weekly phone meetings and daily email communications
- ⊙ Determine staffing and Product ordering needs throughout the year by creating and analyzing forecasting reports
- ⊙ Point of contact for managing customer accounts and vendors using CRM applications

**Highlights**

- Bagged the largest order in Gulf worth Euro 1.95 Mn
- Secured approval of ACO Road Drains on all major Highways/Expressways with Ashghal, Qatar
- Successfully closed sales of ACO Road Drain for over 40+ Kms in Doha
- Accredited for single handedly accomplishing 60% of the Company's target in FY'15~ '16

**OTHER EMPLOYMENT(s)**

- **Project Leader (Key Accounts Manager), 3M Gulf Ltd., Feb'07 ~ May'09 Based in Kuwait**
  - Facilitating Project segment sales of 3M products (structured Cabling solutions, Specialty coatings, Fire protection products, Electro communication solutions, Building Commercial care solutions, Industrial tapes, Personal Safety, Stationary and Office Supplies and interior solutions) across Government, Building/Construction, Infrastructure, Interior Design and Oil & Gas accounts
- **Sales Manager – Middle East, Permapipe USA. Fujairah, Oct'06 ~ Feb'07**
  - Sales of Pre-insulated metallic & thermoplastic pipes across Middle East, managing Project sales on turnkey basis
- **Sales Manager – Middle East, Durapipe UK (Aliaxis Group), Dubai, Aug'04 ~ Sep'06**
- **Export Manager, ASPEC - Specialty Construction Chemicals Factory, Kuwait, (Based at Dubai), Jun'02 ~ Jul '04**
- **Sales & Marketing Manager, Ahlia Chemicals WLL, Kuwait, Jun'96 ~ May'02 Based in Kuwait**
  - Developed overseas markets for export of Construction Chemicals/Waterproofing membranes and ABIR paints
- **Asst. Manager Sales & Marketing, Essen Supplements India Ltd., Secunderabad, Sep'94 ~ May'96**
- **Area Sales Manager/ Senior Sales Engineer, Fosroc Chemicals India Ltd., Bangalore, Jan'92 ~ Aug'94**
- **Resident Marketing Executive, Vishal Chairs Pvt. Ltd., Hyderabad, Jun'90 ~ Jan'92**

- Bachelor of Engineering [Civil] [Osmania University, India] – 1988
- Master's in Business Administration [Marketing] [Kakatiya University, India] – 1990
  - *Well versed with MS Office suite, ERP/CRM - Microsoft Dynamics & SAP, Primavera, MS Project, AutoCAD and basic Internet applications*

#### PROFESSIONAL AFFILIATION(s)

- Member of the Indian Concrete Institute
- Member of the India chapter of ACI
- Member of the Kuwait Society of Engineers
- Member of the American Society of Civil Engineers
- Registered as Member with CSI

**Linguistic Ability:** English, Hindi, Marathi, Telugu, Tamil, Urdu

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*~ References and verifying documentation furnished upon request ~*