**SYED ZAHIRUDDIN**

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**Business Development& Channel Sales Professional**

*Offering over 22 years of experience*

*Seeking senior level assignments with the organization of high repute that will accomplish both personal as well as professional goals*

***Domain Expertise: Auto – Ancillary & Lube***

**PROFILE SYNOPSIS**

* A seasoned, diligent, and results-oriented professional offering a lucrative career in Sales and Channel Management across India. Currently associated with SKF India as Dy. General Manager – Sales.
* Excel in handling entire business and, delivering holistic solutions to carve a niche in highly competitive Southern and Eastern markets of the country.
* Expert skills in recognizing new business opportunities and building relationship with Channel Partners.
* Characterized as an efficient team leader and player, exercising cross-functional team coordination, combining communication, and problem-solving skills with analytical, decision making, and leadership capabilities to enhance organizational objectives.

**CORE COMPETENCIES**

|  |  |  |
| --- | --- | --- |
| * Strategic planning | * Sales | * Channel Management |
| * Business Development | * Territory Management | * Team Leadership |

**EMPLOYMENT HISTORY**

|  |  |  |
| --- | --- | --- |
| **SKF India Ltd.** | Dy. General Manager Sales – South | Since Apr’19 |
|  | Regional Manager – South & East | Jun’15 – Apr’19 |
|  | Dy. Manager, AP / Telangana / North Karnataka | Jun’12 – May’15 |
|  | Territory Manager, Andhra Pradesh | Dec’04 – May’12 |
| AMT Phones International LLC, Dubai | Manager | Aug’04 – Dec’04 |
| FUCHS Lubricants, India | Area Sales Manager | Jul’02 – Jun’04 |
| Pennzoil Quaker State India Ltd. | Sales Executive | Jun’99 – Jun’02 |
| Real Value Marketing Services Ltd. | Sr. Sales Executive | Jul’97 – May’99 |

**CAREER REVIEW**

**SKF India Limited | Since 2004**

*One of the leading global suppliers of Products Solutions & Services in the area comprising Rolling Bearings, Seals, Mechatronics, Services & Lubrication Systems.*

**DGM Sales, South (Since Apr’19)**

*Value Proposition: Played a stellar part in restructuring and boosting the efficiency of the team along with improving the profitability. Proven distinction in managing* ***Sales & Service of Automotive Aftermarket products*** *for the region; accomplished business plan worth* ***INR 130 Cr in 2019.***

**Key Deliverables**:

* Shouldering with the overall accountability of planning vision, long term and short-term sales, strategies and forecast for the organization. Overall accountability of acquiring and retaining business in South India.
* Developing new business opportunities to increase the sales volume and maximize profit for Bearings, Grease, Clutch Plates, Seals, Fork Cone Sets, UJ Cross, Brake Pads, etc.
* Ensuring skill enhancement and development of every individual in the team by providing direction, and training team member; supporting a team of Area Managers, Sales Officers & Support Staff to achieve desired results.
* Appointing and managing channel partners for business expansion; conceiving and implementing customer binding programs covering all segments (Primary & Secondary) network.

# *Highlights*

* Instrumental in revamping the entire business of Chennai and Coimbatore territory.

**Regional Manager – South (Sep’16 to Mar’ 19)**

* Led a team of 6 members to manage sales and distribution across South region.
* Strategically managed and grew distributor relationships, evaluating their performance region by region and identifying opportunities to seek deeper market penetration.

# *Highlights*

* Instrumental in registering 12% growth in business revenue during the year 2018.
* Successfully managed and delivered the business target in 2019 without 3 Territory Managers, accomplished the same number of 2018.
* Pivotal in achieving revenue worth INR 15.9 Cr in March 2018, ever highest in one month.
* Played a significant role in revamping the business in Coimbatore area; appointed new distributors across the markets of Chennai; delivered 19% growth from Tamil Nadu state.
* Credited for accomplishing the highest sales for Clutch Plates in India.

**Regional Manager - East (Jun’15 to Sep’16)**

* Primarily accountable for managing sales and distribution across the Eastern region; managed a team of 5 members.

# *Highlights*

* Played a key role in –
  + Revamping the entire East Bengal market – Calcutta and Siliguri
  + Appointing 6 new distributors and retaining the existing one with SKF
  + Registering 12% growth in 2016
  + Generating highest business worth **INR 41 Cr.**

**Deputy Manager, Andhra Pradesh, Telangana and North Karnataka (Jun’12 to Jun’15)**

**Territory Manager, Andhra Pradesh (Dec’04 to May’12)**

* Collaborated with distributors for achieving the business target. Looked after the **Channel Partners Life Cycle Management;** handled 13 distributors & 22 ASPL for business expansion.
* Promoted products/services through promotional activities - Retailer Meets, Garage Meet & other promotional campaigns.
* Implemented SKF identity program such as ‘CTP’ & ‘Being Premium’.
* Closely worked with cross-functional teams like Marketing, Supply Chain, Distribution Centers, Accounts and Production.

# *Highlights*

* Progressed from Territory Manager to Deputy Manager during which successfully steered business from INR 3 Cr. to INR 32 Cr. in a span of 10 Years
* Notable achievement in increasing the retailers by 10 times, & trebled Channel Partners by introducing district-wise distributions system.
* Increased the top -line growth by 5 times as Territory Manager.
* Selected for the coveted **INSPIRE - a team of top 5% high-performers.**

**FUCHS LUBRICANTS INDIA LTD. ⏵ Area Sales Manager, Karnataka | Jul’02 to Jun’04**

*World’s largest independent lubricants manufacturer and the only German Lubricant Company with global presence*

* Instrumentally managed and handled the business in Karnataka region. Key role in increasing the market share of Fuchs Lube by 4 times i.e. 2.5 MINR to 10 MINR in 2003.
* Led a team of 2 Sales Officers for promoting the products; appointed 9 distributors and ensured smooth market operations.
* Reduced the inventory levels at the Fuchs depot from 90 days to 15 days by devising suitable off take schemes to the distributors as well as the retailers.

**PENNZOIL QUAKER STATE INDIA LTD. ⏵ Sales Executive | Jun’99 to Jul’02**

* Responsible for selling car care products across Karnataka; appointed fresh distributors in 5 districts of Andhra Pradesh.
* No.1 Sales Executive in the region for achieving 203% of target in Pennzoil in 2000. Launched car care products of Pennzoil at Bangalore, and achieved 2.2 MINR.

**INITIAL CAREER GLIMPSE – DIRECT MARKETING**

**REAL VALUE MARKETING SERVICES LTD., CHENNAI ⏵ Sr. Sales Executive | Jul’97 to Jun’99**

* Achieved No:1 position in South India for New range of Cease fire extinguisher
* Secured a position of Sr. Sales Executive within a year of joining.

**ACADEMIC CREDENTIALS**

**MBA – Marketing Management** from University of Madras, India in 1997

**B.Com.** from University of Tirupati, India in 1994

*OTHERS*

* NCC ‘C’ Certificate holder as Company Senior Under Office (CSUO).
* Awarded a certificate in professional selling skills by NIS Sparta (National Institute of Sales) Ltd., New Delhi.
* Captain of College Cricket team, Vice-Captain of College Volley ball team Champion in High Jump Competition.

*Technical Proficiency*: Well versed with MS Office Utilities, COGNOS.

**PERSONAL DETAILS**

DOB: 01st July 1974

Languages Known: English, Hindi, Urdu, Tamil, Telugu & Kannada

Address: G3Plazan, Sadan, Sri Malani Co op Housing Society, Taduband, Secunderabad - 500009.