Harees J.Sayyed

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**C - Level Executive In Operations, Manufacturing & Sales.**

**Summary & Objective**: Customer & Profitability Centric Sr. Executive; 25+ year’s career in Manufacturing, Plant Operations and Sales & Marketing with cross functional expertise in Finance – Cost/Funds, Techno-Commercials, Projects, Business Development - Local & International, HR/IR, CSR and Compliance’s. Strong Entrepreneurial acumen, managed entire end-to-end SBU’s Operations.

**S**eeking immediate Senior Opportunity within Manufacturing & Sales organization responsible for Profitability.

***Skill’s & Areas of expertise include……***

* Leadership & General Management.
* Finance, Cost & Profitability Mgmt.
* Sales, Distribution & Retail Mgmt.
* OPEX, CAPEX Budgets & Projects
* Business Strategies & Planning
* Manufacturing & Operations Mgmt.
* Marketing & Brand Strategies
* Client Relationship (CRM) & SCM
* LEAN - Process Optimize & Planning
* Quality Management Systems
* Team Management, HR & Training
* CSR Mgmt. & Statutory Compliances,

**Core Competence:**

***Strategic Management Skills:***

* Delivered on **P**rofitability - **E**BIT margins, consciously worked towards reducing **C**OGS and meet **C**ost Targets as per **A**OP.
* Enhance **M**arket share, **S**ustained Growth, **C**ustomer Care & **R**elationship and **B**rand **V**alue creation.
* Collaborated with promoters/owners to develop Set Business **O**bjectives/Targets, **B**udgets and Policy & Process – **S**OPs.
* Responsible to fulfill **C**orporate **S**ocial **R**esponsibilities (**C**SR) & **C**oC; Protect Promote Corporate **R**eputation, implemented initiatives as **c**ommitment towards employees and local community including education/environmental/ health/ safety.

***Finance & Commercials: -*** *(Operation Financials - Planning & Analysis):*

* Developed & implemented **L**ong Term Plans, **A**nnual Operations Plans & **B**udgets, build sources of Growth as per Set **A**OP.
* Devised strategies improving **F**inancial performance, ensured Financial Resources are aligned – Operations Fund, L/G, L/C, PC, project finance, **C**redit facilities, Debtor status & Receivables, **C**ash/Fund mgmt. & **B**anking... etc.
* Strictly adhered to **C**osting & Cost **C**ontrols, Gross Margins, Credit & **P**ricing Policies, Discount **S**tructure/Schemes & Commercials negotiations (ToT’s), efficiently managed O/H Expenses and follow-up on **R**eceivables.
* **R**eviewed financial reports; tracked & monitored **K**ey **P**erformance **I**ndices, ensured healthy Financial Performance, Identified Operational **B**ottlenecks and Closed **G**aps.
* Proactively worked on Financial **R**estructuring & raised/ secured additional **O**perational Funds. Planed Capex & Opex related to operations; administered & managed Budgets & Working capital as part of **P**rofitability deliverables.
* Reported to MD – with periodic **M**IS on **O**perations & **F**inancial achievements and **r**egulatory & statutory **c**ompliance’s.
* Strongly focused both **T**opline & Bottom-line numbers and established Top-**p**erforming **T**eam to drive long-term **O**bjectives.

***Plant & Manufacturing Responsibilities:***

* Lead & guided functional Heads/team to achieve Targets; facilitated their Success, used robust Employee Engagement & Involvement Mechanisms and Strong Accountability Metrics.
* Executed **O**rganizational **T**ransformation to **S**ystems & **P**rocess; Set standards Process / Functional SOP’s across Departments with accountability in Plant Operations.
* Defined, Set & strictly adhered to functional Policies / Procedures - **K**RA/**K**PIs defined for **S**elf & HOD’s to drive OEE program.
  + Established WCM practices, executed Long Range resources plans, Capacity, Engineering, Operations, Quality, Logistics, Finance/Commercials and Customer Relation Mgmt. (CRM).
  + Improved Operational efficiency, achieved KPIs in terms of Productivity, Efficiency in Overall Costs & Reduced Rejections %’age, Plant Up-time, Optimize overhead cost, Customer Service, inventory turns and capacity optimization.
  + Monitored **K**ey **O**perational **M**etrics to ensure Safety, Quality, Productivity, Delivery, Cost, Morale & HSE targets met per AOP.
  + Dynamically Intervened & influenced, **D**aily **P**lants **A**ctivities on Machine Schedules, Production **P**lans, **O**ptimized **R**esources through robust **T**racking Mechanisms to meet internal **V**olumes and aligned production **C**apabilities to **M**arket **D**emands

***Pr****oductivity**&* ***Op****erational* ***Ex****cellence;*

* **Ex**pertin **T**urn **A**round; improved Manufacturing & Sales Efficiencies, Production Planning (**PPC**), Process **SOPs** & **C**ycle **T**ime **R**eduction,
* Practiced Best Industrial (GMP); TQM drive - Continuous Improvement projects on **PQ**CDSME verticals & monitored business dynamic’s, 5S - LEAN Manufacturing, minimized Bottlenecks for higher productivity with Stringent QC/QA Process
* Instrumented Production Planning System (**P**PC), focused at **O**TIF Commitments, Controlled Cost Efficiency & O/H Expenses.
* Drive productivity improvement projects on continuous basis for **BI**Q, **T**PM, **Z**ero COC implementation & maintenance systems.
* Responsibly Set Direction, Execution, Review Performance of subordinates related to Production, Planning, Quality, Maintenance/ Man/ Material, Dispatching, Customer visit etc. and advised for **D**eviations.
  + - Manage Co-ordination with all stake holders thru **K**ATA Principals, **Ti**ered meetings, **V**alue stream analysis and **b**rainstorming problems for execution of **p**roduction plans, to meet delivery, quality & cost targets

***Pl****ants* ***As****set /* ***U****tilities Management &* ***T****AT’s:*

* Drive **P**lant **P**reventive **M**aintenance (**TPM**) thru an **I**nclusive **W**ork **C**ulture & ensured **Ef**fective **C**hange **M**anagement; improved compliance on Operational Safety, Tool Cost, Factory Health, Waste Reduction & Shortest **T**urn around **T**imes (TAT’s).
* Technically sound to **M**aintained **P**lant & **M**achinery **U**p -Time; implemented **s**ystematic **TPM** **&** **SMED** interventions to **OEE’s** **I**ndicators, **R**eduction in **D**owntimes, **B**ottlenecks, **C**onsumption & Cost of **S**pares and Improved **E**quipment **R**eliability.
* Ensured flawless **E**xecution of **new** projects (**c**apacity **e**xpansion); delivered on **P**roduction, **C**ost & **Q**uality **T**imelines, Communicated progress and complete deliverables within Budgets.

***Pr****ocurement* ***& I****nventory* ***M****gmt.:*

* Managed Strategic Partnerships with Suppliers/ Vendors; **D**eveloped, **S**ustained & **O**ptimized - potential Vendors & Suppliers, took initiative on Timely Product development, worked on procurement plans & monitored – Total **C**ost /Total **P**rice / **R**eliability.
* Streamlined procurement Plans with Long Term **S**LA’s, closely monitored with Suppliers - **L**ead Times, **P**ayments, **C**osts V/s **A**vailability achieved **C**ost **E**ffective purchases in Time **B**ound, Quality, Localised with reduced Total **C**osts to **S**ystem.
* Expertise in Inventory Mgmt.; Optimized Resources Cost & Consumption - **S**tock Rotation/ **A**ging / Inventory in-Process, **F**inished Goods **H**olding Cost & **L**iquidation plans for Finished & **2**nd. **St**ocks.

***Ti****mely* ***D****eliveries****:***

* Developed systems to ensure sustenance of Production Planning & **O**n **T**ime **i**n **F**ull (**OTIF**) deliveries of complete Sales Order’s - aligned Top line targets and agreed High Customer Satisfaction levels.
* **C**ommitted to **D**elivery **G**uarantees & Service Level Agreements (**SLA’s**); Responsiveness to Customer Service, Complaints & Care, status updates and Client Relationship management.
* Participate in Demand & Forecast meetings; Co-ordinated Cross functional teams on Day to Day execution of Planned work.
* Timely Escalated issues seeking intervention of SMT based on established periodic reviews for approvals on deviations if any.
* Logistics/Transportation & Stores - liaised with Govt. officials for **T**imely, **C**ost-effective functioning of In/Out Bound Logistics.
* Delivery **O**wnership; ‘ON Time In Full’ (OTIF), within quality & cost efficiency to drive company’s **p**rofitability and **b**rand value

***Q****uality* ***& S****afety****:***

* Experienced in **Q**MS; administer & implement ISO / EMS / HSE / OHSAS, HALAL/ SEDEX; ensured **5S** adherence in Plant.
* Monitored & controlled all types of **W**astes in Operations - Resources, Environment & Energy Efficiency - Wastes & Rejections.
* Monitor & ensure 100% QMS adherence in the plant, Managed BIQ sustenance, promoting a **C**ulture of **T**rust & **S**afety **Fi**rst.
* Review key Quality metrics (Zero-KM, Field & in-house defects) & drive actions to reduce them & a **Mi**nd-**S**et of ‘**Z**ero-**D**efects’
* Integrate safety principles; enforced **S**afe **O**perating **S**ystem - People & Machineries, identified unsafe Area’s/Methods & resolved to ensure unsafe working conditions are eliminated and achieved **Z**ero **A**ccidents in the plant.

**Sales, Marketing & New Business Opportunities:**

* Assertively headed Sales, **B**usiness Development, **C**lient Relationship and Channel Mgmt. - Sales & **D**istribution Planning; General Trade, Strategic - **K**ey A/c’s, Regional Dealers and PAN India teams.
* **P**rincipal Management: Liaised with **G**lobal Principal/Agencies for B2B & B2C; **B**rands Goals - **R**evenues & Established SOP’s.
* Managed **A**BP - Sales Budget & Revenue **F**orecast, Spends – allocations, **P**ricing Policies, **D**iscount **S**tructure and Strategies -Trade Schemes, Road shows, **C**ustomer/Consumer Interactions, Offer’s & GWP’s, POSM’s and Training.
* New business / Lead generation; Guided team from presentation, prepare quotes, interaction with decision makers, follow-up factory, **C**osting /**P**ricing, negotiation, installation & Services - SLA/AMC.
* **C**o-ordinated Events / Exhibitions, experienced in Brand & Product Mgmt., PR/Advertisement, **B**rand **V**isibility & **M**erchandise.
* Expertise in **B**rand & **P**roduct Management:
* Created Brand Value through (**A**TL) Communiqué /Visibility Advertisements & PR and sync Product Launch/ Promotions.
* Sales Accelerators’ campaigns (**B**TL)-Trade Schemes, Road shows, Customer/Consumer Interactions, Offer’s & GWP’s.

***S****ales* ***T****arget* ***Ac****hievement:*

* Held direct Responsibilities’ for **I**nternational Sales & Business stake holders, Strategic **K**ey A/c’s & Stockiest to ensure **V**olume/ **V**alue and **S**caled-Up Operations.
* Steered sales team to Achieve Top Line Sales Targets (**P**rimary & **S**econdary), Revenue **c**ollection and guided team on Sales Analysis – **P**roduct/ **P**ricing/ **M**arketing Gaps.
* Formulating costing practices, worked closely with **S**ales team & **D**ealers on Stock liquidation / **T**urnover and Led Times.

***Di****stribution/****C****hannel* ***M****anagement* ***& B****usiness**Development:*

* Channel Mgmt. - Sales & Distribution Planning; B2B, B2C, Trade, Strategic - Key A/c’s, Dealers, Retails Segment’s and optimized resources to achieve market penetration
* Costumers Satisfaction Score - Build Relationship & Retention; debriefs issues, ensured complaints resolved within timeline.
* Expertise in creating new businesses; pitch New Prospects for conversion to potential customers and increased business.
* Managed End To End -Tenders & Bids Projects - RFP’s, Evaluation to Finalization of Bids, Feasibility, BOQ’s and Financials - Costing/ Pricing, Commercial Negotiation & Revenue TOT’s and CRM Programs & Warranty Policy.

**HR/IR and Statutory & Administrative Compliances:**

* Maintained **C**ompliance & **C**ertifications: - **S**A 8000, SEDEX, **IS**O- 9K, Worked towards 14K & 18K - **Q**MS/EMS/HSE(OHSAS)
* Managed Regulatory **R**emedial Measures: GST, Customs, Factory/Labor, EPF, ESIC, Pollution, Fire, Safety and IR Issues.
* **P**rolific **T**eam builder - practiced best **H**R **e**thics, Recruited, Trained **T**alent, Timely **A**ppraisals, **R**etained & Mentored team with well-defined KRA’s, **G**rievance redressal, **T**raining & **C**ompetency skill based on **G**aps identified in **S**kill **M**atrix / Process.
* Maintained Plant **d**iscipline, adherence to policy/procedures; establish a sense of Trust, Mutual respect & high **T**eam **M**orale.
* Successfully encouraged higher level of it enablement, ensuring seamless integration across functions under Tally –ERP.

Experience Summary – Key Accomplishments:

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* **‘Plant Head – Operations & Sales | Star Wires Pvt. Ltd. – Thane. Current - Jan’20 onwards.**

(SME manufacturer Mild Steel & Aluminum Alloys - Wires and Ropes, component supplier for consistency in Quality & Delivery)

Managed Simi automatic high powered hydraulic wire drawing machines plant from procurement of RM to delivery of FG, includes Finances, Supply Chain and local IR issues.

* **‘General Manager - PolyPack Ltd. – Blantyre, Malawi. – Jan’19 to Aug’19.**

(A Business leaders in flexible packaging, plastics bags, containers & kitchen articles with Exports adjacent counties in Africa).

* Managed Operations of 3 Manufacturing Plants (PET/BOPP/HDP/LD) with Capacity of 1000MT/PM and 500+ Manpower.
* Strategic Change Management Deliverables:
* Improved Profitability: Optimized Resources utilization, Controlled Daily Plants Activities, PPC, Machine Set-Up Plans (Pre-Press) for Volumes, Quality and significantly Reduced Conversion Cost.
* Improved Plant UP-Time to 90%: Planned effectuating TPM & SMED schedules, Equipment Run Time & Reliability.
* Production Output: Increased production from 320 TPM to 870 TMP after 3rd. months.
* Output Quality from 82% to 97% resulting in committed Sales and Delivery service
* Establish Systems & SOP’s; analyzed production Volume - Value - Quality metrics and procurement plans.
* Recruited & Trained Expats & Local; Successfully implemented Quality improvement plans/incentives and 5S Lean Program.
* **‘General Manager – Operations’ (SBU Head) | Umberto Ceramics Ltd. – Gandhinagar, Gujarat. - Dec’16 to Dec’18.**

(A Global Brand by Promoters of RAK Ceramics, **Ariane Porcelain Fine Tableware,** known for its Finesse in Quality & Creativity)

* Streamlined systems; Enhanced Operational Effectiveness, met operational goals within Cost, Time & Quality parameters
* Strategic Change Mgmt. Responsibility for Profitability/ Production/ Quality/ Sales/ Commercial ToT’s/ Delivery SLA’s.
* Set cross functional SOP’s & KRA’s to optimize KPI’s – improved Operational OEE’s to 92% and Deliveries SLS’s to 97%.
* Developed potential vendors ensuring optimized Price, Reliability & SLA’s; improved quality by 17% overall quality to 93%.
* Explored new opportunities in Manufacturing, strategic tie-up’s with 3rd. PL suppliers & Manufacturers’ & key Vendor.
* Established techno-economic viability of new Revenue Streams & increased Production capacity by 35% & Top Line by 100%.
* Implemented Quality & Production metrics, Procurement Planning Systems, Recruitment, Training & Regulatory compliance.
* Directly Responsible for International Sales & Marketing, new Businesses, Strategic Key A/c’s, Stockiest & Dealers in USA, Europe and Middle East & ROW.
* **‘Vice President – Operations’ | SSJ Seating Systems – Mumbai & Daman – UT: - April’11 - Nov’16.**

(Pioneer Manufacturer (under Tech. Col. Drabert Germany) Modular Kitchens, Workstations, Office Furniture & Seating Solutions)

* Head Business Operations – Profitability Responsibility With 7 Direct Reports Team Of 350+ And Reported To The Board.
* Managed 3 multi-location factories and Revenue Growth Of Over 500%+ in 3 Years Delivered as per AOP.
* Implemented Lean Systems - On Site Supplier deliveries, Reduced Inventories and WIP by 64% and Production Cost by 17%.
* Initiated New Business Verticals:
  + Stainless Steel Fabrication Division for Kitchen, Cafeteria Equipment’s & Chair’s; Achieved Top Line YoY Growth of 30%.
  + Trading Activities: 3rd. Party manufacturing/Subcontracting/Private Labels; Plastic Moulded Chairs, Tables & Accessories’.
* Leasing with Architects’, Engineers, PMC Teams into B2B/B2C, Strategic Key A/c’s, Bids & Tenders, Demo & Mock-Up’s.

Previous Experience:

* **Business Head | BRAUN (I) P&G - Gmbh, Germany for Universal Corporation – Kolkata. -Jan’09 – Mar’11**
* Credited by P&G Global Team for Launch of “BRAUN” PAN India and Directed India Operations with Brand Ownership.
* India specific Brand Guidelines, Marketing Policies, Go-to-Market Plans, Launch Activation & Market Roll Out programs.
* Achieved Targeted Top line & Bottom line -Volume/Valve & Margins, Market Spread, Visibility & Scalled Up Operations.
* Recruited & Trained entire Sales, Marketing, Operations Staff at Regional levels, managed 12 direct reports.
* Set-up Services network pan India in sync with global CRM programe on Warranty administration.
* **Senior Manager | Baccorose (InterCraft) Pvt. Ltd. – Mumbai. - Aug’04 – Dec’08**
* Headed Sales, Distribution & Marketing PAN India; Brand - Marketing plan (ATL), Sales acceleration (BTL), POSM’s.
* Established Channel Management - General Trade, Key accounts & Modern Retail’s - B2B and Modern Retails.
* Designed / executed strategies & tactical Plans: Marketing plans (ATL) for new product launches,
* Sales acceleration tactical plans (BTL), POSM’s, Merchandise, Brand visibility & communication.
* **National Sales Manager for Saudi Arabia | Nikai Group of Co - Dubai – UAE. - Feb’02 – Jun’04.**
* Successfully Launched & Marketed ‘Nikai’ Brand of ‘Consumer & Home Care Products’ in Saudi Arabia as per SASO;
* Achieved given Sales & Revenue Targets, managed 4 Saudi regions and generated 34% of Companies Sales revenues.
* **Divisional Manager - | H. B. Gazzaz & Company – Jeddah – Saudi Arabia. - Feb 1997 – Dec 2001.**

*Role Essentials:* Factory Operations & Sales, Marketing, 3rd.Party Manufacture, Distribution, Quality & General Administration.

*Noteworthy Contributions:*

* + Liaised with Global Principal and brand management - Achieved Divisional Sales & Revenue Targets
  + Aligned Sales & Marketing Teams on Sales and Brand Plans - product/ pricing/ market plans & Channel management
* Exports Marketing & Supply Chain: Govt. Authorities - SASO, Customs, Break-Bulk distribution in GCC & North Africa (MENA).
* Factory Operations: Day-to-day Production, Quality, Procurement, Inventory, Costing/Pricing, Product availability & Demand.

Career Inception:

**Operations Manager - | PFERD Tools India** **Pvt. Ltd. – Nasik. Jul 1990 *–* Dec 1996.**

A 100% - EOU of A. R. Ruggerberg (GmbH) Germany; Brown Fields Project in Precision Finishing Tools & Industrial Products.

* Credited by the German Management for being Team Member Technology & Plant Transfer and Installation.
* Factory Mgmt.; Operations, Machine & Production Std.’s, BOM /Operations Masters, PPC and 3rd.Party Vendor Mgmt.
* Indigenized within Quality, (DIN Spec’s) Cost & Reliability - Procurement of Raw Material Hi Carbon Steel & Consumables.
* Sales Administration, Logistics – DTA Sales, Trade Unions, Compliances. Coordinate with Govt. officials and C&F agencies.

Credentials:

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| **C:\Users\Harees\Desktop\Applications 2020\unim.jpeg** | **M B A (Marketing & Finance)**  **University Of Pune, Year – 1995.** | **C:\Users\Harees\Desktop\Applications 2020\unip.png** | **B. E. (Production & Industrial Engineering)**  **Mumbai University, Year – 1990.** |

Training & Courses:

* Intensive Training in “Industrial Engineering” **by NITIE** Powai – Mumbai.
* Advance Training in-house Project Management Programs on “Technology transfer in Germany.
* Executive Development Program: Leadership & Strategic Management.
* Traning Programs in implementation of 6S Techniques; ISO 9002/14000/18000 – QMS/HSE/TQ.

Personal Particulars:

* **Address:** A - Wing Flat no. 502: Raj Life Style, Opp. GCC Hatkesh, Mira Bhayander Rd., Thane 401107 – Mumbai India.
* **Nationality** **&** **Passport Status: Indian** Passport No. M9798240 (valid till June 2025); UAE & Bahrain – Driving License
* **Marital Status:** Married (2 children) **Date of Birth:** December 04, 1969; Languages **Known:** English, Hindi, and Marathi.