

Garnet Rixon Furtado

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BUSINESS DEVELOPMENT & EXPANSION | REVENUE GROWTH | NEW BUSINESS PIPELINE GENERATION
Innovative senior executive with solid experience in sales management & business development within the field of Freight & Logistics-Supply chain management & Trading.

Influential director, making a meaningful impact that resonates with audiences, contributing to the success of the organization or aligns with personal values & causes. "Results-driven Business Development Manager with experience in driving growth and expanding market presence. Proven track record of identifying and capitalizing on new business opportunities, fostering strong client relationships, and leading successful sales strategies. Skilled in market analysis, strategic planning, and cross-functional collaboration, with a passion for delivering measurable results. Adept at negotiating high-value deals, managing client portfolios, and contributing to long-term organizational success."

SIGNATURE ACHIEVEMENTS:

- ✓ Event Specialist Experience: Since 2014, I have organized and managed a wide range of events across the UAE, including conferences, trade shows, seminars, workshops, product launches, festivals, art exhibitions, music concerts, theater performances, webinars, online workshops, virtual conferences, and live streams. My role involved overseeing event planning and marketing, securing sponsorships, managing pre-production, directing advertising efforts, and coordinating stage production and event showcases for major events throughout the UAE.
- ✓ Contracting & Fabrication for Trade Fairs: Successfully managed annual contracts for overseas and multinational clients, providing support for their trade fair events in Dubai and across the GCC countries. This effort led to a 40% increase in sales revenue by acquiring new clients in the global exhibitions & trade fair sector.
- ✓ Logistics and Supply Chain Management: Led business development efforts in the import and re-export of commodities such as high-protein feeds and metal and plastic accessories, sourced from manufacturing factories in Belgium, Turkey, India, China, Pakistan. I supported wholesalers and retailers in the UAE and free-zone channels, resulting in a 150% increase in annual sales revenue. This growth was driven by analyzing commodity potential in both UAE and international markets and enhancing logistics and supply chain standards to provide optimal convenience for buyers and sellers globally.
- ✓ Efficient License Acquisition Process: Successfully navigated the complex legal & regulatory & scape to obtain all necessary licenses & permits for the logistics company's operations. This could involve obtaining permits for transportation, warehousing, customs clearance, & other relevant aspects.
- ✓ Streamlined /ERP Implementation: Led the implementation of an ERP system tailored to the specific needs of the logistics company, ensuring seamless integration with existing processes & systems. Directing across various departments including **WAREHOUSING & DISTRIBUTION / FREIGHT FORWARDING / CLEARANCE / DOCUMENTATION / INVENTORY CONTROL**.
- ✓ Enhanced Operational Efficiency: Implemented ERP modules or custom configurations that significantly improved operational efficiency within the company.
- ✓ Real-time Visibility & Tracking: Developed solutions within the ERP system to provide real-time visibility into the movement of goods throughout the supply chain.
- ✓ Compliance & Risk Management: Established robust compliance & risk management protocols within the ERP system to ensure adherence to regulatory requirements & mitigate potential risks such as supply chain disruptions, security breaches, or regulatory non-compliance.
- ✓ Scalability & Future-proofing: Designed the ERP system with scalability in mind, allowing the logistics company to easily adapt to changing business needs & accommodate future growth.
- ✓ Training & Change Management: Developed comprehensive training programs & change management strategies to ensure smooth adoption of the new ERP system across the organization.
- ✓ Measurable Business Impact: Quantified the business impact of the ERP implementation through key performance indicators (KPIs) such as cost savings, productivity gains, on-time delivery rates, & customer satisfaction scores.
- ✓ Designed and developed website portal & phone IOS & android phone application for Dubai Municipality parks & Etisalat digital transformation (Dubai Frame & Dubai Al Quranic park).

CORE STRENGTHS & COMPETENCIES

SALES & BUSINESS ACUMEN

Customer Relationship Management
Market Analysis & Segmentation
Strategic Partnerships & Alliances
Value Proposition Development
Sales Strategy & Pipeline Management
Negotiation & Contract Management
Customer Feedback and Continuous Improvement
Adaptability and Innovation

LEADERSHIP TALENTS

Team Building and Motivation Vision and Strategy
Cross-functional Leadership
Partnership Building
Decision-Making and Problem-Solving
Technical Expertise and Industry Knowledge
Stakeholder Management

OTHER KEY SKILLS

Creating & Implementing & Standard Operating Procedures
Presentation & Public Speaking
Compressive software knowledge
Designing software tools
Automation Integration
Cloud & Digital transformation experience
Advertising product
Products matching Industry standards

Technology: Salesforce, MS Office (Word, Excel & PowerPoint), SCM Aurion Pro, Adobe After effects / premier pro/ Photoshop, WordPress, WEB designing (Elementor), Net firms Domain & hosting website, Godaddy.com, social media management, Google Analytics, Resolume arena, Spark A.I

Manager – Business Development: Overseas Freight Solutions UAE.

Freight Forwarding / Customs Clearance / Logistics – 10-25 employees.

Business Unit Head – Dubai

JAN 2025 – Present

- **Targeting New Clients:** Proactively identifying and targeting potential clients in Dubai, KSA, and the broader GCC region within the freight and logistics sector. This includes clients with specific needs in land, sea, and air freight operations by researching industry verticals, attending networking events, and leveraging both digital and traditional outreach methods.
- **Relationship Building:** Establishing and nurturing long-term relationships with clients, ensuring continuous engagement and a high level of customer satisfaction. You work closely with clients to understand their unique freight requirements—whether it's full truckloads across GCC (land), import/export ocean cargo (sea), or time-sensitive shipments (air)—and offer customized solutions.
- **Client Support:** Addressing client inquiries, resolving issues, and ensuring smooth communication between clients and internal teams for all freight modes. This ensures that land shipments are delivered on time, sea freight documents are accurate, and air cargo meets tight delivery schedules.
- **Sales Strategy Development:** Formulating and implementing sales strategies for expanding OFS's presence in Dubai and KSA, with a focus on multimodal logistics. This involves identifying sector-specific needs for sea (e.g., bulk commodities, FCL/LCL), air (e.g., pharmaceuticals, high-value goods), and land (e.g., GCC distribution, last-mile delivery).
- **Revenue Targets:** Managing and achieving sales targets through tailored logistics proposals involving air, sea, and land freight. Responsible for driving revenue growth by negotiating contracts and providing end-to-end solutions such as door-to-door deliveries, port handling, and customs clearance.
- **Market Trend Analysis:** Continuously tracking trends across the land freight corridor (e.g., Saudi land bridge), sea freight pricing fluctuations (e.g., container shortages), and air freight demand shifts (e.g., seasonal perishables) to adapt business strategies and gain competitive advantage.
- **Freight Project Oversight:** Leading the execution of freight projects across modes—ensuring road freight fleets comply with GCC transport regulations, ocean shipments align with port schedules and container availability, and air cargo meets airline and IATA standards.
- **Cross-functional Coordination:** Collaborating with operations, customs, finance, and legal teams to execute multimodal shipments smoothly. This includes route planning for trucks, container booking for sea freight, and AWB management for air freight.
- **Process Improvement:** Identifying inefficiencies in the land, sea, or air freight workflows—such as customs delays or underutilized trucking routes—and implementing best practices to streamline and reduce costs.
- **Market Intelligence:** Conducting deep research on emerging logistics hubs (e.g., Jeddah Port, DWC Airport, Riyadh Dry Port), regulatory updates (e.g., customs changes), and vertical-specific needs (e.g., automotive, oil & gas) to craft specialized freight offerings.
- **Client Insights:** Leveraging shipment history and logistics KPIs to refine offerings—such as reefer trucking, consolidated sea freight, or express air cargo—to exceed client expectations.
- **Competitor Benchmarking:** Evaluating competitors' strengths and weaknesses in land, sea, and air freight operations to develop better service-level agreements, value-added services, and more competitive pricing models.
- **Sales Team Leadership:** Leading regional sales teams by ensuring they are equipped to sell across all freight modes. Coaching on how to position time-definite air solutions, economical sea freight options, and flexible land transport coverage.
- **Team Alignment:** Ensuring coordination between sales, operations, and customs teams across all three freight divisions. Regular syncs help resolve road freight bottlenecks, port clearance issues, and airfreight capacity shortages.
- **Training & Development:** Organizing workshops to upskill the team on Incoterms, transit time comparisons, cargo handling SOPs for air/sea/land freight, and compliance regulations.
- **Negotiating Contracts:** Leading client negotiations for comprehensive logistics contracts, including inland transport, ocean freight terms (FCL, LCL, breakbulk), and priority air shipping agreements.
- **Proposal Management:** Creating integrated freight proposals that blend land-sea-air combinations (e.g., sea freight to Jebel Ali, land transport to KSA, final leg via air freight). Pricing and timelines are detailed to align with client urgency and cost objectives.
- **Follow-up & Contract Renewals:** Regularly checking in with land fleet users, airfreight clients, and sea cargo shippers to ensure service satisfaction and secure renewals.
- **Networking & Relationship Building:** Representing OFS at major transport and trade shows such as Breakbulk Middle East, Air Cargo Forum, and Trade shows in UAE.
- **Strategic Partnerships:** Building alliances with GCC trucking companies, international freight forwarders, airlines, NVOCCs, and port operators to expand the network and enhance service delivery.
- **Lead Generation:** Actively generating new leads across freight modes by targeting specific niches like e-commerce for air cargo, FMCG for road transport, and industrial raw materials for sea freight.

EXECUTIVE EXPERIENCE

Sales & Marketing Manager/ Head Supply Chain: CNS LOGISTICS LLC. Jebel Ali Free Zone.

LOGISTICS SERVICE PROVIDER / Warehousing / Freight Forwarding / Customs Clearance - 75–100 employees.

Business Unit Head – Jebel Ali Free Zone. Dubai

AUG 2020 – AUG 2024

- Sales profit of AED 3M by Imports and exports from rest of the world to the UAE and distribution of goods in the local wholesale & retail markets in Dubai and Abu Dhabi (Finance and Trade services)
- Designed and delivered customized warehousing and distribution solutions that reduced client turnaround time by 20% and increased operational efficiency, leading to higher satisfaction and confidence before contract finalization
- Secured short-term and pilot contracts through flexible storage models, on-site assessments, and KPI-driven service benchmarks—converting over 70% into long-term agreements
- Enhanced trading client retention by bundling freight and warehousing services, ensuring same-day dispatch capabilities, and offering transparent, measurable service commitments during the negotiation phase
- Undertake Exclusive production contracts with the suppliers and manufacturers in Belgium / Brasil / China & India
- Target consumer products market which included Pet food & accessories / Satellite phones / White goods / Agro / Cosmetics
- Provide end-to-end trading support to clients including sourcing, documentation, freight coordination, customs clearance, warehousing, and local distribution
- Achieved AED 1.2M in annual warehousing and distribution revenue by managing multi-product inventories and streamlining B2B last-mile deliveries in Dubai and Abu Dhabi
- Creating annual commercial & operational SOPs contracts and legal contracts with local and overseas clients
- Creating annual commercial contracts and legal contracts with local vendors
- Creating Sub-Leasing contracts with 3PL & 4PL organizations / Freight Forwarders & Clearance agents in Dubai and overseas
- Develop marketing strategies: Responsible for creating and executing marketing strategies to promote company logistics services, focusing on customer acquisition and retention
- Conduct Global market research: Analyze market trends, competitor activities, and customer feedback to understand market needs and preferences
- Create marketing materials: Develop brochures, presentations, and advertising copy to support marketing initiatives
- Manage advertising campaigns: Plan and oversee advertising campaigns across print, digital, and social media channels
- System Configuration & Implementation: Configure the logistics ERP system to align with company business requirements, including setting up master data, workflows, and security protocols
- System Maintenance: Perform regular maintenance tasks such as backups, updates, and patches to ensure the ERP system's optimal functioning
- User Management: Manage user accounts, roles, and permissions, including onboarding new users, granting access, and handling access revocations
- Troubleshooting: Identify and resolve technical issues with the ERP system, including error diagnosis and solution implementation
- Data Management: Oversee data entry, extraction, and analysis within the ERP system, as well as generate reports and dashboards for insights into business operations
- System Integrations / Inventory control / Daily System generated reports / Visibility / CMS / CRM / JIRA / Intelligence

EXECUTIVE EXPERIENCE

Project Manager: Digital Communication LLC.

AUGMENT REALITY & Virtual Reality APP Development | Testing & LAUNCH - 11–50 employees.

Business Unit Head – Business Bay. Dubai

1st August 2018 – 1st March 2020

- Designed and developed website portal & phone IOS & android phone application for Dubai Municipality parks & Etisalat digital transformation (Dubai Frame & Dubai Al Quranic Park).
- Oversee Initiation scope and execution plans for technology projects. Adaptation from GATWICK AIRPORT IN U.K
- The user gets free access to the APP-on-App store & Play store and with the active camera feature the Smart Guide Avatar avatars and recites and navigates the park routes and location details in brief.
- GEO NODES location technology for outdoor parks (AL-QURANIC PARK, AL KHAWANEEJ, DUBAI)
- BEACON BT devices for indoor parks (Dubai FRAME, ZABEEL, DUBAI)
- Collaborate with technical teams to analyze and select optimal solutions for software-related projects, managing the software development life cycle.
- Coordinate internal resources and external vendors to ensure seamless project execution.
- Ensure timely delivery of projects within scope and budget, assisting in defining project scope and objectives.
- Manage resource allocation, develop detailed project plans, and monitor progress, handling changes to scope, schedule, and costs using appropriate techniques.

EXECUTIVE EXPERIENCE

Business Development Executive: Milestone Exhibition LLC.

TRADE FAIR | EVENT MANAGEMENT | CONTRACTING & FITOUT FABRICATIONS - 11-50 employees.

Business Unit Head – Jebel Ali. Dubai

05th April 2017 – 01st March 2018

- International Sales & Lead Generation: Proactively source and manage sales leads from multinational clients across Europe, Asia, and GCC, securing high-value participation in Dubai's premier exhibitions and trade shows.
- Client Relationship & Stakeholder Management: Maintain strong communication with global clients and coordinate internally with design, operations, finance, and external vendors to deliver tailored exhibition solutions aligned with client brand objectives.
- Exhibition Space & Stand Sales: Drive sales of exhibition stands and event spaces with a focus on multi-year contracts and upselling premium locations, sponsorships, and branding opportunities for Dubai-based and regional events.
- Stand Design & Vendor Coordination: Collaborate with international and local stand builders, AV, and furniture suppliers to produce customized, high-impact stands reflecting global brand standards.
- Exhibition Representation & Cultural Adaptability: Represent the company at major Dubai exhibitions (GITEX, Arab Health, Big 5, Gulfood, Index), nurturing client relationships with culturally aware, multilingual service tailored to diverse multinational audiences.

EXECUTIVE EXPERIENCE

Project coordinator - Mind Spirit Design & works LLC.

TRADE FAIR | EVENT MANAGEMENT | CONTRACTING & FITOUT FABRICATIONS - 50-75 employees.

Business Unit Head – Business Bay. Dubai

1st November 2016 – 31st March 2017

- Support the Project Manager in daily tasks and operations.
- Capture and analyze relevant management information.
- Assign tasks and collaborate with the team to address obstacles.
- Control project schedules and track, analyze, and communicate risks and opportunities.
- Assist the Contract Manager in developing operating procedures and resolving financial queries.

EXECUTIVE EXPERIENCE

Marketing & Sales Executive – Provision advertising, A Group of Emirates Events – Dubai.

TRADE FAIR | EVENT MANAGEMENT | Advertising- 11-50 employees.

Business Unit Head – SZR. Dubai

1st November 2014 – 1st November 2016

- Develop and implement comprehensive marketing plans for events and conferences, utilizing various channels such as direct mail, email, website optimization, search engines, and social media.
- Collaborate closely with product development teams to support new product development initiatives.
- Work with online production teams to create and maintain engaging web pages, manage search engine marketing, and analyze website user activity reports.
- Assist in coordinating sales and administration tasks, including booking event locations and equipment, networking with industry professionals, and managing event budgets.
- Maintain and communicate event information calendars, liaise with other departments for successful event coordination, and engage with customers before, during, and after events.

Education

- Bachelor's Degree in Mass Media Communication
Bangalore University, India (2011–2013)
- Higher Secondary School Certificate (HSSC)
St Aloysius Pre-University College, India (2009–2010)
- Secondary School Certificate (SSC)
ICSE, Silas International School, India (2007–2008)

PERSONAL DETAILS

Date of Birth: 25.06.1991

Nationality: Indian

Drivers license: UAE

Marital Status: Single

Language Full professional: English, Hindi