



SAFIN BENNY

B. Com, MBA – Logistics & SCM/International Business

☰ OBJECTIVE

Driven managerial professional with extensive experience in shipping and logistics, specialising in pricing strategy and performance management. Seeking a challenging role to leverage analytical expertise, process optimization skills and strategic decision-making to enhance profitability, driven by operational efficiency, and delivering superior customer satisfaction in a dynamic organisation.

Personal Details

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About Me

My fascination with logistics, coupled with my passion for adventure and business has fueled my commitment to this industry. I approach each day as a new opportunity to learn, embracing the excitement that comes with it.

In the fast-paced world of shipping and logistics, I've been in diverse roles from providing top-tier customer service in operations to orchestrating pricing strategies from the South Asian markets.

I'm an active person who loves adventures ready to take on new adventures but this time regarding my professional career.

💼 EXPERIENCE

Cordelia Container Shipping Line, Mumbai

Executive Performance & Pricing (South Asia) [January 2023 – November 2024]

Cordelia Container Shipping Line, a distinguished leader in the liner industry and part of the AD Ports Group. Since its inception in 2020 CSL excels in handling both dry and refrigerated cargo, boasting an impressive inventory capacity of over 55,000 TEUs.

My role/duties were as follows-

Performance management – Overseeing, managing and reporting of the commercial performance in the South Asia market, specifically in India, Pakistan, Bangladesh and Sri Lanka.

- Taking charge of performance monitoring for Forwarding Line Operators (FLOs) handling shipments through gateway ports from KHI, MUN, HZA, IXY, PAV, NSA, IXE, COK, CMB, KAT, MAA, VTZ, CCU, CGP
- Effectively tracking and managing the balance between container utilization, allocation and capacity planning to ensure efficient supply chain flow and minimize bottlenecks on a day-to-day basis.
- Responsibly adjusting freight rates and pricing strategies based on market trends, demand forecasting and competitive analysis to maintain a strong market position.
- Managing Sales Performance through territory performance management, customer segmentation and relationship management to drive growth and enhance customer satisfaction.
- Maintaining and managing cost matrices in Operations, Inland Haulage Charges, Detention/Demurrage tariff structures, ensuring accurate cost control, budgeting and financial reporting across all logistics operations.

Sreetrans Logistics, Mumbai

Pricing & Customer Service/Junior Sales Executive [January 2022 – December 2022]

Personality & Skills

- Discipline
- Analytical
- Cost efficient
- Team Player
- Problem solving
- Active listener
- Adaptable
- Continuos improver
- Patience
- Attention to detail
- Performance Management
- Pricing Management
- Inventory Management
- Customer Service
- Vendor Management
- Negotiator
- Freight Forwarding
- Microsoft Office proficient

Certificates and Courses

Certified in Microsoft Excel provided by Microsoft.

Coursera Online Courses
- Supply Chain Logistics by Rutgers University
- Supply Chain Analytics by Rutgers University
- Excel Skills for Business Essentials by Macquarie University

Languages

English	★★★★★
Hindi	★★★★★
Malayalam	★★★★☆
Tamil	★★★★☆

Sreetrans Logistics is a freight forwarding company with NVOCC operations in Jebel Ali & Bandar Abbas. The company's major business is in freight forwarding. My roles involve following duties

- Customer Relationship Management: Handling customer enquiries, manage client accounts, and ensure a seamless experience concerning customer related activities.
- Pricing strategy: Developed Competitive pricing models by analyzing market trends, shipping routes and logistics costs to provide accurate and cost-effective solutions.
- Operation Coordination: Classmate with operations teams to streamline shipping processes, ensuring timely delivery and efficient handling of goods.
- Quotation Management: Preparing and managing customer quotation, ensuring transparency in pricing and adherence to company policies.
- Documentation and Compliance: Ensured all shipping documents are accurate and comply with international trade regulations, custom requirement and with partner companies.
- Market Analysis: Continuous market research to identify new opportunities, assessed competition and recommend strategies for business growth.
- Customer Feedback & Resolution: Address customer feedback and resolve service issues to maintain high customer satisfaction levels.
- Gained valuable experience with sales teams by participating in weekly sales calls, predominantly engaging with Shippers, Liners and various freight forwarders

Leo Logistics, Thrissur

Logistics Coordinator [April 2021 – November 2021]
Leo logistics, a 3PL company specializing in distribution and warehouse facilities in Kerala. My role/duties were as below

- Overseeing the shipment of supplies, managing inventory and coordinating supply chain operations.
- Assisting the supervisor in organizing and arranging shipments.

EDUCATION

Course	Institution	Core subject	Percentage
MBA 2019-2021	Karunya Institute of Technology and Science, Coimbatore, TN	Logistics and Supply Chain Management [Major] International Business [Minor]	73%
B. Com 2016-2019	Don Bosco College, Thrissur, KL	Finance	61%
High School [12 th] 2015-2016	Kendriya Vidyalaya, Thrissur, KL	Commerce + Mathematics	71%