**Suhel Abdul Majid**

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**Objective**: To seek a strategic role in **Project Management, Supply Chain & Logistics; and Sales** function that will oversee the divisional demand of planning process requirements across varied industries such as FMCG, Marketing & Finance, E-Learning Solutions, ITES, Shipping & Logistics and Knowledge Consulting Industries

**CAREER SNAPSHOT:** Career spans over 4.5 years of experience

* **Adept with Supply Chain Management, Business Development, Market Analysis & Research across FMCG, ITeS, Shipping, E- Learning Solutions, Knowledge Management & Consulting Industries**
* Leverage Project Management skills through the process of Conception, identification, designing, execution of projects and ensured streamlined project closures
* Proficient with Sales & Marketing strategy - Executed a role of a Business development manager by identifying new business leads, executing end-to-end sales cycle thereby generating new business
* **Strong Analytical Skills in Market & Business Research and Strategy across various industries - ability to identify & propose new business opportunities to clients by generating reports on business / market research; competitive analysis; SWOT and PEST(LE) analysis**
* Acknowledged strengths in Project conception, Project planning, scheduling and execution within defined time / cost/ scope parameters
* **Working knowledge of SAP R/3 for supply chain analysis**
* An Effective communicator with Excellent Relationship Building, Interpersonal Skills & People Management Skills

**CAREER HISTORY**:

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| **PAPERPLAST** |

**DESIGNATION:** Supply Chain Manager - Pan-India / Area Sales Manager - West & South

**Reporting to:** Managing Director

**From:** Jan 2014 – Till Date

**Current Areas of Expertise:** Dual role of handling the pan-India supply chain management activities & sales activities across western & southern India

**SUPPLY CHAIN MANAGER**

* Ensured the production & supply of all SKUs in accordance with the capacity constraints of the factory (raw material, line capacity etc) and the demand
* Releasing 10-week plans to the factory as per the SKU-wise demand (geographical & overall)
* Managing local vendors and suppliers W.R.T order placements, new-contract signings, contract renewals or extensions, etc.
* Developing positive supplier relationship, monitoring supplier performance
* Managing distribution / logistics of the finished goods from factory to clients' premises
* Maintained fill rates (supply chain customer service metric) in excess of **90%** by ensuring smooth coordination between internal & 3P logistics partners
* In coordination with internal & 3P logistics partners, ensure optimization of fleet utilization
* Supervise and oversee two Supply Planning Executives

**SALES MANAGER**

* Conduct market research and market-mapping to identify and capitalize on market opportunities
* Develop key customer presentations and / or proposals
* Assisting the Managing Director in the development of annual sales plan
* Maintain and increase sales thereby ensuring profitable results
* End-to-end implementation of sales cycle
* Client Relationship Management a key part of the role - helped in future up-selling or cross-selling
* Aggressive approach to client follow-ups
* Post-sale customer service a part of the role
* Compilation and analysis of sales figures
* Responsible for monitoring the performance of sales executives and setting performance standards for each
* Continuous mentoring of sales executives by conducting monthly sales reviews

**Key Achievements**:

* **Maintained the line capacity utilization above 90%**
* Conceptualized, designed & executed supply chain projects and ensured the streamlined closure of the same -

1. **Project closure maintained in excess of 97%**

2. Ensured the project landed on or before pre-decided timelines and in the adequate quantity. A **Network OTIF (on- time-in-full) of 97%** (above target of 95%)

3. Maintained **Network CCF (customer case fill - a supply chain customer service metric) at 95 -** A higher CCF meant improved customer service in terms of orders delivered vis-a-vis orders placed

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| **Hindustan Unilever Limited** |

**DESIGNATION:** Planning Executive, Personal Wash Category (PAN – INDIA) – Supply & Network Planner

**Reporting to:** Supply Planning Manager - Personal Wash Category

**From:** Mar 2013 – Dec 2013

**Areas of Expertise:**

**SUPPLY CHAIN MANAGEMENT**

* Strategize and Plan production and supply of "liquids" (products) sub-category across India
* Releasing 13-week plans to three factories as per the SKU-wise demand (geographical & overall) keeping in mind capacity constraints of the factories, packaging material connectivity constraints and inventory-holding constraints
* Liaising with factories, buying team and vendors to ensure streamlined production & changeovers at the factories
* Played a key role during consolidation of production sites (reduction 3 units to 2 units) by ensuring demand-supply ratio is maintained hence ensuring positive business impact
* Supported marketing & product development teams with consumer promotion and innovation projects by raking up or slowing down certain SKU's production
* Support product development team to test factory feasibility tests by providing production slots at the factories and managing changeovers efficiently to ensure minimal deviation in output

**NETWORK PLANNING / PROJECT MANAGEMENT**

* Work as a Project Manager to design & lay out projects (consumer promotion and innovation)
* Allocate project timelines and resources for the project
* Closely monitor and execute projects
* Foresee any lag or delay in the project and take preventive or alternate actions to minimize their impact on the project
* Liaising with legal, brand, factory, quality, sales, quality, packaging, formulation and buying teams on a daily basis
* Additionally liaising with suppliers or vendors in order to crunch project timeline

**Key Achievements**:

* **Maintained the project closure rate over and above the target of 99% at 99.5% - high project closure ensured minimal or no left over stock of consumer promotion projects thereby maximizing primary sales and minimizing left over stocks**
* Utilizing project management skills to ensure the project landed on or before pre-decided timelines and in the adequate quantity. **A Network OTIF rate (on-time-in-full) of 98% (above target of 95%) maintained during the tenure - helped the Branding team realize its objective of connecting stocks at the store while promotional adds are aired on the television**
* **Maintained Network CCF (customer case fill - a supply chain customer service metric) at 94% above the target of 95%.A higher CCF meant improved customer service in terms of orders delivered vis-a-vis orders placed**

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| **TATA Interactive Systems, Mumbai** |

**Designation:** Business Development Manager

**Reporting to:** Regional Manager - Sales, West & South

**From:** Jul 2012 – Mar 2013

**Job Role**

* Identifying new leads, market-mapping, generating new leads, and their consequent conversion into prospects, opportunities and finally clients (sales)
* Ensured the end-to-end implementation of the sales cycle
* Client Relationship Management a key part of the role - helped in future up-selling or cross-selling
* Managing documentation over SAP to help maintain a database and for future analysis of the same
* Aggressive approach to client follow-ups
* Overseeing the after sales service process for the clients acquired

**Key Achievements**

* **Cracked the deal with the most prestigious client of Mumbai for TATA Interactive Systems that had the highest business impact for the financial year**

**MBA INTERNSHIP(S)**

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| **Johnson & Johnson (Consumer Products Division), Mumbai** |

**Designation**: Summer Intern

**Reporting to:** Demand & Supply Planner, Pan-India

**From:** May 2011 – Jun 2011

**Project Name:** Assortment Optimization & Fill Rate Improvement for Lead Key Accounts

**Job Role**

* As a Summer intern/ consultant to study, analyze and accordingly put forth Business improvisation recommendations for the aforementioned project
* Recommendations included – Improving fill rate of each SKU and Optimizing the Assortment Mix across the stores of J&J’s Modern Trade customers
* Recommendations were made post analysis using SAP R/3 module
* Involved interaction with the KAMs, channel members, customers, sales teams & logistics teams

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| **GTS e-Services Pvt Ltd (part of UK-based Griffin Marine), Mumbai** |

**Designation:** Market Research Analyst

**Reporting to**: Managing Director, India

**From:** Oct 2009 – Jul 2010

**Job Role**

* Responsible for collating data, interpreting & analyzing the data, and converting the same into meaningful and insightful reports
* Reporting directly to the MD, interacted with sales teams (domestic & international) of the company, understanding their requirements and accordingly prepare custom-made research reports
* Reports included insights related to possible business opportunities across geographies
* Strategic research was the key focus
* Reports churned out included but not limited to - business and / or market research reports, competitive intelligence reports, etc.

**Key Achievements**:

* Identified new business opportunities for the company in the Mexican gulf and Scandinavian regions

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| **Netscribes, Inc., Mumbai** |

**Designation:** Business Research Associate (catering to India's biggest IT giant)

**Reporting to:** Project Manager – Fact Finder

**From:** Jan 2008 – Oct 2009

**Job Role**

* Created reports on business research, consulting, competitive intelligence, market intelligence, PEST, SWOT, etc across business verticals and geographies
* Generated reports post analysis the clients requirements
* Reports also indicated business opportunities for the sales personnel of the client
* Handled a small team of 2-3 researchers and was involved in training & mentoring of new team recruits
* Was also involved in resource & task allocation, and task scheduling
* Conducted quality checks of reports created by subordinates and even (at times) of the Project Managers
* Gained hands-on experience of using databases like - Factiva, Hoovers, OneSource, Bloomberg and Computerwire Outsourcing Database, etc.

**Key Achievements:**

* Received positive client feedback on multiple occasions as reports helped the client sign up new business

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| **EDUCATIONAL QUALIFICATIONS** |

**Course: MBA / PGDM e-Biz – Full Time**

**BUSINESS SCHOOL / University**: Welingkar Institute of Management Development & Research

Majored in: **Marketin**g

Duration: **2010-2012**

Course: **Bachelor of Engineering**

**Institute / University:** Rizvi College of Engineering, Mumbai University

Majored in: **Electronics Engineering**

Duration: **2002-2007**

**OTHER PROJECTS & INITIATIVES**

1. Participated in Srijan – a business plan competition – wherein venture capitalist firms were invited for short-listing & funding the business plans.

2. Active involvement in the Branding exercise of the institute “WeSchool, Bengaluru”. The exercise was known as ‘Insignia’. Also worked on various exercises on branding initiatives.

**POSITIONS OF RESPONSIBILITY**

1. Elected as a member of Placement Council in 2010-12 at WeSchool – Welingkar Education, Bengaluru

2. Member of WeSchool Branding initiative 'Insignia 2010'

**ACHIEVEMENTS & AWARDS**

1. Secured 1st Position in an Operations Event – ‘Yuva Ventura’ – held at Passion ’10, IMT Ghaziabad

2. Secured Finalist Position in an Operations Event – ‘Lean Wars’ – held at Passion ’10, IMT Ghaziabad

3. Part of the team to reach the finals of intra-college football event – Joga Bonito ‘11

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| **PERSONAL DOSSIER** |

Date of Birth : 12 December 1984

Address : B-101, Versova Shree Darshan CHS, SVP Nagar,

Mhada, Andheri West, Mumbai - 400053

Marital Status : Married

**References will certainly be provided on request**