

Mohamed Suhail

A goal-oriented professional with expertise in Business management, Business development, Sales and Marketing, Logistics, E-commerce, Supply chain and Operations proficiency in formulating, developing and implementing yearly business strategies to ensure attainment of revenue goals and ROI accountable FMCG (Food, Non-Food, OTC, Health and Nutrition)
Industry Preference : Freight forwarding, FMCG Industry, Logistics and Supply Chain,

CONTACT AND INFO

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DOB : 21-07-1995

PROFILE SUMMARY

- Strategic business development specialist in the Consumer, Retail, and Tech Industry with diverse experience in Sales & Marketing, Operations Management, Business Metrics, Product Launch, Sales & Marketing, Store Launch and Operation, E-commerce, Supply chain, Warehouse management, Logistics, Business Development, Market Analysis, Event Management, Strategy Planning, Operation Design, and Layout.
- Skilled in formulating strategies to achieve market expansion and growth by aligning with market requirements, understanding market potential, and identifying opportunities to develop business within the industry.
- Always curious to learn about new business models, challenges, and opportunities, which keeps me professionally updated.
- Exposure to start up culture and business practices.
- Performance-driven professional with a merit of delivering change in operations with a cost efficient approach managing functions including P/L Management.
- Designed and rolled out winning go-to-market strategies for business expansion, including major repositioning exercises, product line extensions, and product management/marketing initiatives, with skills in turning around underperforming businesses.
- Registered turnaround in converting fewer performing zones across South India along with new launches for the development of the region by analyzing existing scenarios and devising highly effective strategies.

EXPERIENCE

Regional Business Manager South-2 Customer growth (Tamil Nadu and Kerala)

July 2023 to Present

Awacs/Pharmarack Technologies PVT LTD

- Find and pursue cost reduction opportunities to maintain a strong P&L.
- Build productive and positive relationships across the organization at all levels to drive influence.
- Identify and implement new initiatives with stakeholders to develop and launch new programs.
- Author, manage, and deliver executive-level reports, including daily, weekly, monthly, and quarterly status reports, to manage risks and issues and improve team communication and collaboration.
- Build consensus among cross-functional teams and influence decision-making with leadership.
- Maintain harmony and ensure shared responsibility for business objectives with a focus on team development and employee career growth.
- Assist with recruiting operations and oversee new employee onboarding and training programs.
- Stakeholder retention and revenue business planning.
- Schedule meetings with association representatives.
- Conduct quarterly meetings with retailers and stockiest.



AREAS OF EXPERTISE

- Supply Chain Management
- Logistics & Shipping
- Technology & Automation
- Customer Experience
- Sustainability
- Compliance & Security
- Cost Management
- 8. Omnichannel Operations

EDUCATION

Batchelor of Engineering

Major : Computer Science

Percentage : 70%

Hindusthan college of engineering and technology

CERTIFICATIONS AND SKILLS

- Advanced Excel data management Certified
- Team management Certified
- SQL and Redash usage knowledge
- SAP EWM Extended warehouse management Certified -2024
- Financial Budgeting and Planning Certified
- Snowflake and Power BI usage knowledge
- SQL and Redash usage knowledge

Station Manager (Cluster Manager) (North Tamil Nadu)**February 2021 to April 2023****Delhivery PVT LTD**

- Handled a total of 11 DCs (dispatch centers) with 11 team leaders reporting to me in the Trichy cluster and 15 DCs and 1 processing center with 16 team leaders reporting to me in the Coimbatore and Nilgiri's cluster.
- Handling the FM (first mile) and LM (last mile) processes in my region, which encompass B2C (business to consumer), B2B (business to business), B2BR (business to business return), FM pickups, and reverse pickups.
- Handled FEDEX and TNT client escalation from all over the world, Handled multiple B2B and B2C Business for FEDEX and TNT from Canada, America, Singapore etc.
- Focusing on the KRAs such as EMD (Early Morning Dispatch), FDDS (First Day Delivery Success, which includes both COD and prepaid shipments), FDPS (First Day Pickup Success), PDD (Promise Date Delivery), CPD (Client Promised Date), and closure, guiding my team to achieve the targets in all metrics.
- Cost management, which includes maintaining the CPS (Cost Per Shipment) and CPK (Cost Per Kilometer) within the fixed benchmark on a monthly basis by analyzing the previous month's costs incurred and by approving the essential DC (Distribution Center) expenses and reducing unnecessary expenses so that the monthly expenses do not breach the CPS limit.
- Monitoring the performance of the DC's and the on-rolls and analyzing and identifying the area's where improvements are needed and implementing solutions to improve the performance
- Reducing and controlling missing and lost cases by implementing rigorous SOPs and follow-ups for center managers so that all missing shipments are recovered within the TAT (Turnaround Time), thereby reducing the lost percentage
- Doing DC visits at regular basis and conducting audits to verify the DC operations are running without any SOP violations, to make sure all the shipments available in the DC are validated, checking if all the assets are intact and to make sure if any COD missuses are avoided
- Implementation of new launches (DC's) or expansions in new regions by sourcing new facility and planning the infra for the new launches or splits, hiring of on rolls and off rolls for the new facility so that the service of the organization is expanded than the competitors

Fleet Operation Manager (North Tamil Nadu)**February 2019 to July 2020****Swiggy Bundl Technologies**

- Handled a fleet of 550 delivery executives across two major revenue-generating zones (Nilgiris & Coimbatore).
- Monitored live orders, analyzing shift completion, week-over-week order growth, login growth, SLA compliance, and serviceability.
- Provided hiring plans to the recruitment team to address resource shortfalls and managed weekly payouts for delivery executives.
- Ensured timely closure of customer complaints by submitting RCA (Root Cause Analysis) and action taken reports within one day.
- Maintained daily KRAs, including orders taking longer than 60 minutes, rejection defaulters, shift completion rates, serviceability, and canceled orders.
- Implemented strategies to enhance effectiveness (On-Time Delivery, festive day planning) and efficiency (maximizing resource utilization, minimizing order cancellations) in field operations.
- Conducted daily field visits to address issues faced by delivery executives and conducted field audits to ensure proper behavior during customer deliveries.
- Managed new projects and handled grievances.
- Organized reward and recognition programs and conducted weekly meetings and training programs (work-related, road safety, and health-related) for delivery executives.
- Managed resource allocation during daily peak hours of operation.

International Freight forwarding (Team Lead)**July 2018 to Jan 2019****Envision Technologies (International Shipping)**

- Handled a team of 6 Supply chain executive who are supposed to handle 16 well known different freight forwarding logistics companies clients, Handled Client escalations, Vessel escalation, Tat escalations, Custom broker escalations, Freight escalations and factory escalations in around 30 countries.
- Convincing and Negotiating clients with the best sales plan strategy that meets our sales revenue target
- Regular follow-up with the customers so that the customer relationship is not affected
- Follow up to be done with each vessel and the same time payments are also followed so that everything is hazel free
- Regular client meetup will be done and discuss about the business operations
- Escalation are handled 24*7 so that nothing is on hold
- Custom brokers are being followed in each ports for daily escalations (Fines)