

MOHAMED SUHAIL

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DOB: 21-07-1995

A goal-oriented professional with expertise in Business management, Business development, Sales and Marketing, Logistics, Ecommerce, 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, Sales, FMCG Industry, Logistics and Supply Chain

PROFILE SUMMARY

A results-driven Business Manager and Operations Leader with extensive experience in logistics, supply chain management, customer growth, fleet operations, and sales. Proven expertise in optimizing transportation routes, material planning, and managing both air and sea import shipments to ensure timely and cost-effective deliveries. Adept at overseeing large teams and managing multiple Dispatch Centers, with a strong focus on achieving key performance metrics such as delivery success, cost control, and process optimization.

Skilled in driving business growth by fostering positive relationships with stakeholders, identifying cost-reduction opportunities, and implementing innovative programs. Demonstrated success in managing inventory audits, resolving discrepancies, and maintaining operational efficiency through comprehensive planning and quality standards. Strong leadership abilities in recruitment, team development, and training, with a focus on aligning efforts to achieve organizational and sales objectives. Highly proficient in reporting, project management, and driving cross-functional collaboration to achieve business goals and expand market reach.

Key strengths include:

- Optimizing logistics, supply chain, and transportation operations to improve efficiency and reduce costs.
- Driving sales growth through stakeholder management, relationship-building, and new business development.
- Leading and managing teams to deliver operational excellence and meet performance targets.
- Cost reduction and financial management to maintain a healthy P&L and meet sales targets.
- Extensive experience in managing large-scale operations, facility launches, and business expansions.
- Expertise in handling complex logistics, import processing, global client escalations, and market growth.

TECHNICAL SKILLS & CERTIFICATIONS

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

AREAS OF EXPERTISE

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

EDUCATION

- MBA, Logistics and supply chain 2022 Bharathiar University
- Batchelor of Engineering in Computer science 2018 Hindusthan College of Engineering and Technology

LANGUAGE KNOWN

English Tamil Urdu Hindi Malayalam

EXPERIENCE

Business Manager India

August 2024 to Present

DECI-LTD (IRELAND)

- Coordinated air and sea import shipments with CHA, ensuring compliance and timely delivery.
- Monitored shipment activities, including container movements and vessel statuses, to keep relevant departments updated.
- Optimized transportation and delivery routes to improve efficiency and reduce operational costs.
- Led the team, ensuring effective knowledge transfer and process education to achieve results.
- Managed both direct and indirect material planning (MPS, MRO) and communicated requests to vendors.
- Ensured timely material arrivals by aligning team material plans with target arrival dates.
- Prevented line stoppages through daily material follow-ups and maintaining supply chain continuity.
- Maintained material TAD (Target Arrival Date) in line with planned targets to avoid delays.
- Conducted comprehensive inventory audits across warehouses, WIP, and production lines, ensuring accuracy.
- Monitored and resolved discrepancies between SAP and physical stock, circulating audit results to improve accuracy.
- Developed and implemented quality standards and systems at the supplier level for smooth operations.
- Created and coordinated production schedules, ensuring material availability and efficient manufacturing.
- Managed material shipments from suppliers and communicated delays to the customer team.
- Verified import documents (invoice, PL, AWB, BL) against purchase orders and SAP for proper shipping approval.
- Prepared necessary technical documents for customs clearance, resolving queries promptly and ensuring smooth import processing.

Area/Regional Manager South-2 Customer growth (Tamil Nadu and Kerala) July 2023 to August 2024

Awacs/Pharmarack Technologies PVT LTD

- Identify cost-reduction opportunities to enhance profitability and maintain a healthy P&L.
- Foster strong, positive relationships across all levels of the organization to drive influence and business growth.
- Partner with stakeholders to implement innovative initiatives that launch new programs and drive sales growth.
- Create and deliver comprehensive executive reports (daily, weekly, monthly, and quarterly) to address risks, improve communication, and optimize team performance.
- Collaborate with cross-functional teams to build consensus, influence decision-making, and align with leadership on strategic goals.
- Promote team development and employee growth by ensuring shared responsibility for business objectives and aligning efforts with sales targets.
- Support recruitment, oversee onboarding, and facilitate training programs to equip new hires with the skills needed to contribute to sales goals.
- Develop stakeholder retention strategies and contribute to revenue planning to achieve sales growth and customer satisfaction.
- Organize meetings with key association representatives to strengthen partnerships and explore new business opportunities.
- Conduct quarterly meetings with retailers and stockists to drive sales alignment, improve relationships, and expand business.

Station Manager (Cluster Manager) (North Tamil Nadu)

February 2021 to April 2023

Delhivery PVT LTD

- Managed 52 Dispatch Centers (DCs) and 52 team leaders in the state, as well as 15 DCs and 1 processing center with 3 team leaders
- Oversaw FM (First Mile) and LM (Last Mile) operations, covering B2C, B2B, B2BR, FM pickups, and reverse pickups.
- Handled global client escalations for FEDEX and TNT, covering multiple B2B and B2C businesses across regions like Canada, the U.S., and Singapore.
- Focused on KRAs such as Early Morning Dispatch (EMD), First Day Delivery Success (FDDS), First Day Pickup Success (FDPS), Promise Date Delivery (PDD), Client Promised Date (CPD), and closure, driving team performance.
- Managed costs by maintaining CPS (Cost Per Shipment) and CPK (Cost Per Kilometer) within benchmarks, analyzing monthly expenses, and approving necessary DC expenditures to control costs.
- Monitored DC performance, identifying areas for improvement and implementing solutions to enhance efficiency.
- Reduced missing and lost shipments by enforcing SOPs and follow-ups to ensure recovery within TAT.
- Conducted regular DC visits and audits to ensure operations were SOP-compliant, validated shipments, and prevented COD misuse.
- Led new DC launches and regional expansions, including facility sourcing, infrastructure planning, and recruitment to expand services and outperform 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.