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PROFESSIONAL SNAPSHOT

- ✦ A Start - Up astute professional with 15 years (UAE) of experience with Telecommunication / Consumer Electronics / Home Appliances Industry Proficient in **Sales, Marketing, and International Business Development, Exports Sales, Product Management, Product Sourcing and Channel Management** across industry verticals with proven ability to drive business expansion through aggressive sales initiatives that deliver revenue growth, market share, and market penetration. Strategic thinker, who can plan and implement sales, marketing and business initiatives to support corporate objectives particularly strong relationship management, team building, and general business acumen with intensely focused on bottom-line results.
- ✦ Maintained excellent relations with people / officials - ISAF, UNDP, USAID, UNAMA, NATO Forces, and **Ministries of Education & Agriculture (in Govt. of Afghanistan)** and across **TOP C level executives in FINTECH / OPERATORS/ FAMILY BUSINESS/ START UPS & TECH companies.**
- ✦ Extensive Knowledge of markets – **UAE and GCC, Mid-East** (Jordan, Yemen, Iraq, Iran), **SAARC** (Afghanistan, Bangladesh, Sri Lanka, Nepal, Maldives, Pakistan), and **Africa** (Kenya, Tanzania, Uganda, Mozambique, Zimbabwe, Algeria, Egypt, Libya)
- ✦ Have successfully handled / launched brands like **Samsung** (Home Appliances & White Goods), **Palson, Black & Decker** (Appliances), **Intex** (Mobiles / Tablets / IT Accessories), **Afron** (Home Appliances & White Goods) & **Mr. Light / Mr. Plus** (Led Torches & Emergency Light / Home Appliances) **Kzen** (Smartphones / Smart Watches / Tablets / Accessories / Fitness Bands / Action Camera) **Celkon & Panasonic Smart & Bar phones.**

EDUCATIONAL QUALIFICATIONS – SCHOOL & COLLEGE

1. St. Joseph English Medium High School – Board (SSC) - Vizianagaram, A.P., India - (1982 – 1992)
2. Pre- University Course (PUC) – Andhra University – Vizianagaram, A.P., India – (1992 -1994)
3. Bachelors in Commerce - Maharaja Autonomous College – Andhra University – India.
4. Pursuing – **Digital Marketing Course / Data Analytics / Online reputation Management.**

PROFESSIONAL EXPERIENCE

IVO DIGITAL Fze

Designation – Head of the Business Development

Duration – December 2017 – Present (**2 years 2 months**)

Brand – **Panasonic & Celkon** (*Smartphones /Feature phones*).

Key Accountabilities

- **Management** - Strategic Planning I P & L Management I Short / Long Term – Goals/Targets.
- **Product Management** - Vendor Relationship I Sourcing I Product Management I Product Lifecycle & Forecast I Trade Schemes I Data Analysis I Competition Analysis I Trainings.
- **Sales & Business Development** - Sales & Marketing Strategies I International Sales & Business Development I Retail & Online Sales I Channel Market & Business Development
- **Marketing** – ATL I BTL I Trade Schemes I Promotions.

Accomplishments

- Was instrumental in expansion of CELKON / PANASONIC Mobiles in Iran, Palestine, Nigeria and KSA, thereby closing deal worth of \$ 30 Million with one of the leading operators in GCC.

National Stores L.L.C (A JK Group Company – Dubai)**Designation** – Head of the Department - Kzen**Duration** – June 2015 – September 2017 **(2 years 4 months)****Brand** – Kzen (Smartphones / Smart Watches / Tablets / Mobiles & IT Accessories / IoT)**Key Accountabilities**

- ☐ Penetrate and develop major strategic accounts and new prospects in chosen business segments.
- ☐ Perform sales presentations to those prospects, negotiate contracts, and close new business deals.
- ☐ Develop indirect trade sales network and partnerships.
- ☐ Create a network, resellers, and distributors to expand the brand in assigned territory.
- ☐ Coordinate assigned territorial and account sales with corporate sales functions and report sales activity.
- ☐ Contribute to marketing strategies and plans to identify opportunities and selling ideas and methodical procedures and uses them to attract the clients outside the country.
- ☐ Lead negotiations and overcome objections for deal closure.
- ☐ Manage complex sales cycles and multiple engagements simultaneously.
- ☐ Work with sales manager, executives and promoters to discover, identify, and meet customer requirements.
- ☐ Prepare accurate sales forecasts and sales cycle reporting.
- ☐ Achieving revenue targets for the company and setting key performance indicators.

Accomplishments

- ☐ Hold merit of appointing channel partners, resellers, and distributors in UAE, Egypt & Kenya.
- ☐ Kzen products were placed across all UAE outlets, resulting secondly sales of 7500 units every month.
- ☐ Successfully handled Gitex event as a launch Pad, resulted in selling 5000 units in 8 days.

Moon way General Trading L.L.C - Sharjah (UAE)**Designation** - Head - Business Development (International)**Duration** – July 2013 – April 2015 **(1 year 10 months)****Brands** - Mr. Light - Led Torches & Emergency Light / Mr. Plus - Home Appliances**Key Accountabilities**

- ☐ Responsible for Group Business Development for New Markets / Countries (International Business).
- ☐ Appointed and established distributors in Tanzania, Kenya, Jordan, Sudan, Afghanistan & Egypt and Sri Lanka & Bangladesh (Service Centre), for Mr. Light & Mr. Plus.
- ☐ Forayed into online Market by utilizing advertising medium on various online portals. (Souq / Awok / E-cart etc.)
- ☐ Evaluated business functions including Sales, Marketing, and Operations, focusing on uncovering deficiencies and/or problems. Identified opportunities, made recommendations, and sought buy-in from management to implement solutions.
- ☐ Proactively evaluated competition activity, Product Management and Business operations, determined recommendations to restructure the organization as well as to improve the brand, Product packaging aesthetics.
- ☐ Managed daily operations including retail sales. Served as Analyst to Managing Director
 - ✓ To fill the operational gap by coordinating with the sales team and dealers.
 - ✓ The launch of new categories - while devising new Categories - Tablets and Speakers.
- ☐ Demonstrated outstanding leadership and organizational skills by recruiting volunteers, sales executives, Merchandisers and training and developing teams to work as frontline supervisors for retail sales to increase the sales.
- ☐ Responsible for Organizing and Supervising Sales Training / Seminars / Exhibitions / Dealer meets.

Accomplishments

- ☐ Hold merit of appointing distributors in countries like Jordan, Bangladesh, Afghanistan, Kenya, and Sudan.

ALFuttaim Electronics, Dubai (UAE)**Designation** – Regional Export Manager**Duration** - Feb' 12 – March 2013 (**1 year 2 months**)**Key Accountabilities**

- Responsible for Consumer Electronics, Kitchen & Home Appliance (AC / Washing machines / Refrigerators etc.) including New Markets / Countries Development to increase Aftron market share.
- **New Markets / Countries –**
 - Sub-Continent - Afghanistan, Bangladesh, Sri Lanka,
 - GCC - UAE, Oman, Qatar, Bahrain, Kuwait
 - Middle East - Iraq, Jordan, Yemen,
 - Africa – Tanzania, Kenya, Ethiopia, Uganda, Nigeria.
- Analyse market requirements and suggesting for New Products and Addition of New Features existing products.
- Implement the sales and marketing strategy in the assigned territory. Ensure achievement of Sales targets, bottom line profit targets.
- Introduction of New Products in the market, pricing the product as per competition and Aftron
- Positioning through Market Survey, Analysis of Competition v/s Aftron Brand.
- Planning, directing, supervising and controlling the activities of the Distributors sales team. Guiding and leading the sales team to achieve the set targets.
- Responsible for Organizing Sales Seminars / Exhibitions / Dealer meets.

Accomplishments

- Was chiefly instrumental in procuring **AED 10 million** in Mideast market in a span of 6 months. (Single largest ever order)
- Hold merit of appointing distributors in countries like Jordan, Bangladesh, Kuwait, Iraq, Uganda, and Yemen.

Intex Technologies, Dubai (UAE)**Designation** - Business Development Manager**Duration** - Jun'09 – Jan 2012 (**2years 8 months**)**Key Accountabilities**

- Managed - Retail & Export sales - Middle East, GCC & Subcontinent markets.
- Retail – Created and offered new promotions to Dealers, Retailers, & Big Box / Electronic Chains / Duty Free Outlets which resulted in selling of slow moving goods worth of 500k by giving them killer offers.
- Develop new countries besides maintaining existing customers' base and businesses.
- Establish plans and strategies to expand the customer base in the marketing area and contribute to the development of the business.
- Initiate and coordinate development of an action plan to penetrate new markets/countries.
- Review market analysis to determine customer needs, price changes, and product changes.
- Managing all sales representatives to meet or exceed all activity standards from prospecting calls, appointments, presentations, proposals, and closes.

Accomplishments

- Awarded Best Key Account Manager – New Business Development
- Holds merit of appointing distributors for Intex Mobiles in countries like Pakistan, Afghanistan, Sri Lanka, Bangladesh, UAE, Oman, Qatar, Kuwait, Bahrain, KSA, Iraq, Kenya, Uganda, and Zimbabwe
- Successfully launched INTEX MOBILES, ACCESSORIES & TABLETS thereby achieving set target of AED 15 million.

Shekeeb Gulf Fze, Dubai (UAE) / Afghanistan

Designation - Sales & Distribution Manager – Afghanistan

Duration - Sep'07 - May'09 (**1year 9 months**)

Distributors of Panasonic, JVC, Sony, Black & Decker, Apple, Osram Lightings & Armed Vehicles.

Key Accountabilities

- ❑ Leading a team of 6 people in Afghanistan for the sales & marketing for brands - Apple, Black & Decker, White Westing House Appliances, Osram Lights, & D-link.
- ❑ Responsible for the proper selection of the company's distributors in each territory, ensuring their good market knowledge and quality local reputation, suitable customer base, stockholding capability, good customer service, ability to fund working capital needs, good creditworthiness, provision of good geographic and product range coverage.
- ❑ Ensure the accurate and realistic forecasting of potential sales volumes for each territory and assist the Export Team to achieve the targets.

Accomplishments

- ❑ Launched, developed and promoted major brands like Panasonic Appliances, JVC, Sony, Black & Decker Appliances, and Apple - iPods.
- ❑ Recorded a major increase in overall sales and business volumes to the tune of \$ 30 million p.a.
- ❑ Hold excellent relationship with NATO, UNAMA, UNO, Ministry of Agriculture (Afghanistan), NGO's, Telecom Operators such as ROSHAN, AWCC etc.

Golden Tropical Trading LLC, Dubai (UAE) /Afghanistan

(Subsidiary of S&I Electronics Plc. UK with a group turnover of \$ 350 million)

Designation - Sales & Operation Manager

Duration – Nov 04 – Aug 07 (**2 years 10 months**)

Distributors of Samsung (CE / Appliances / White & Brown Goods), Glemgas & Palson.

Key Accountabilities

- ❑ Accountable for Sales, Business Development & Distribution including day to day operations across Afghanistan.
- ❑ Bidding for tenders across country, collaborating with various NGO's, UN, Military & Govt Organizations.

Accomplishments

- ❑ Launched, developed and promoted major brands like Samsung, Palson & Glemgas.
- ❑ Appointed 28 dealers in Afghanistan. Thereby expanded sales by 100% and also strengthened the market position of the organization.
- ❑ Recorded a major increase in overall sales and business volumes to the tune of \$ 20 million p.a.