



## AMEETKUMAR PARIKH

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🏠: 63, Enterprise Rd, Industrial Area, Nairobi, Kenya

🏢: Ultratech Building Solution Ltd., P O Box 10612 – 00400 Nairobi.

### SUMMARY

Dynamic Professional with **nearly 2 decades** pioneering and year-on-year success in achieving revenue and business growth objectives majorly in Steel / Cement / Construction Sector. Expertise includes Corporate Strategy, Business Analysis, Partnership Development, Business Development, Technical Marketing, Contract Negotiation, Budget Planning, Business Research & Product Management. Outstanding success in building and maintaining relations with key corporate decision makers. Distinction of successfully implementing IT software for analyzing, interpreting and planning.

A keen strategist with expertise in managing entire operations with key focus on top & bottom line profitability by ensuring optimal utilization of resources. Attained proficiency in Business Development activities like breaking new avenues & driving sales growth. Proactively conducting opportunity analysis and monitor the competitor moves to achieve market-share metrics. Well organised with a track record that demonstrates entrepreneurial ability and creativity to achieve corporate goals.

### CORE COMPETENCIES

#### confirm// customise

Strategy Planning	Technical Sales & Business Dev.	New Business Development
Profit Accountability	Data Analysis / Interpretation	Channel Management
Product Promotions & Launches	Procurement Planning	IT Support to develop ERP
Finance management	Production Planning	Raw Material Planning

### ORGANIZATIONAL EXPERIENCE

**Mar'15-till date** **ULTRATECH BUILDING SOLUTION LTD.**

**Own business in Construction chemicals & Manufacturing of Cement based Wall Putty**

- Implementing jobs of Structural strengthening, waterproofing & epoxy flooring.
- Distribution of speciality construction chemicals of Sika, BASF, Fosroc etc.
- Manufacturing of Cement Based Wall putty
- Authorized applicators for Fischer post installed anchoring systems

**Mar'09-Feb'15:** **Insteel Limited, Nairobi, Kenya as Chief Manager**

#### Key Result Areas

- Developing strategy, overseeing team & individual performance and managing daily activities
- Strategizing business directions ensuring profitability in line with organisational objectives
- Formulating plans for overall development & accomplishment of top & bottom-line profitability
- Developing new clients and negotiating with them for securing profitable business
- Maintaining existing accounts to ensure business sustainability
- Forecasting sales targets and executing them in a given time frame thus enhancing clientele
- Organising promotional programs & participating in exhibitions for greater brand visibility
- Managing customer centric operations & ensuring customer satisfaction
- Augmented the sales volume by 80% and profitability by average of 10 - 15% every year
- Strategically developed new business mainly 4 in the whole company group.
- Managing smooth Cash Flow and FOREX for the company.

#### Highlights

- Led the Marketing Department for all the products of Steel Pipes & Tubes Division & Roofing Sheets in 12 countries of Africa
- Rendered technical support to the Sales Department and acted responsible for Net Profit for the company
- Demonstrated excellence in enhancing the profitability through maximization of distribution network & expansion of market base
- Conceptualised & monitored the Risk Management Policies for various functions of Sales & Marketing
- Assisted the brand strategy and business decisions by conducting secondary market research, new market exploration business cases and risk and opportunity analysis
- Rendered support to the Brand Teams by creating analysis, developing insights from completed primary market research, performing gap analysis and quantification of risks and opportunities
- Instrumental in providing stakeholders with insights & recommendations on how to launch brands in market
- Efficiently & accurately conducted secondary & primary market research in specialty markets
- Performed multi-country analysis for development pipeline & to identify business opportunity
- Developed situation analysis & market insights for multiple brands in global portfolio strategy and commercialization
- Strategically planned and designed market research based encompassing research tools, techniques, datasets and resources available
- Holds the merit of augmenting the sales of steel pipes & tubes by 80% in 4 years, in spite of 15 competitors, thus taking the company to a 27% market share in East African Markets
- Credited for implementing Kaizen & Kanban System for enhancing the customer satisfaction, hence attaining higher sales volumes at low inventories
- Deftly liaised with Structural Engineers to highlight the technical benefits of steel hollow sections over hot rolled sections

#### Skill Set



**Advanced Structural Design**



**Strategy Planning**



**Sales & Business Development**

#### Current Work Experience



**Aug'07- Feb'09:**

**Bosch Ltd., Bangalore as Country Manager – Technical Sales Support**

**Highlights**

- Designed more than 100 structural designs for Anchor Fastener Fixings for top structural consultants of India
- Supervised the Techno-Marketing Operations for Fischer Anchors in India
- Built excellent rapport with the leading structural consultants of India for promoting products for mega projects in sectors like Infrastructure, Power, Refineries, Industry & Retail
- Conducted technical seminars, trainings & conferences for Architects, Consultants, Contractors across the country to create awareness about new products
- Attained invitation from the Bureau of Indian Standards for developing a national code on design of post installed anchors
- Developed user friendly charts & programs in design & usage of anchors for Engineering Faculty
- Rendered Technical Sales Support to the India team of Fischer Fixings and helped in attaining enormous growth in sales volumes, thus enhancing the value added sales for Fischer anchors

**Sep'06-Jul'07:**

**Reliance Industries Ltd., Pune as Manager – Marketing**

**Highlights**

- Supervised the Marketing Operations in the entire Maharashtra (excluding Mumbai & Nagpur)
- Successfully developed Nascent Markets like Nasik, Kolhapur and Aurangabad into strong business avenues
- Recognised for suggesting product solutions and bagging bulk orders for major contracts from institutes and Govt. organizations
- Pivotal in creating awareness of newly launched products through promotional campaigns
- Deftly liaised with Architects/Engineers/Builders for enhancing business prospects and offering product solutions

**Jan'00-Aug'06:**

**The India Cements Ltd., Gulbarga as Manager – Marketing**

**Highlights**

- Holds the merit of successfully resolving 28 irate consumer complaint cases during the development of projects and promoted goodwill of the company.
- Concrete mix designs.
- Distinction of catapulting the cement sales in the India Cements Ltd. by 300% in 5 years
- Essayed a stellar role in:
  - Augmenting channel sales business in the Southern areas of Maharashtra, 4 districts & Northern areas of Karnataka
  - Enhancing sales in almost 7 districts and conducting promotional campaigns and events
  - Formulating price of products for sales to dealers, direct customers and regular clients
  - Conducting intensive market research and devising strategies to boost organizational growth
  - Regulating the credit terms for clients and monitoring their past records and market standing
  - Handling logistics & inventory by considering the sales targets
  - Resolving customer complaints and ensuring customer satisfaction
  - Incorporating the BCG Matrix Concept to strategize the business initiatives
  - Reducing the customer complaint rate to minimum by setting benchmarks in quality standards
  - Carrying out 54 mason training programs & 18 technical seminars during the launch of Birla Star Brand and during the awareness campaigns of Rajashri Cement and Birla Super Cement

**PREVIOUS EXPERIENCE**

**Sep'96-Dec'99:**

**Grasim Industries Ltd., Sangli as Sr. Technical Officer**

**Apr'94-Mar'95:**

**B.T.Patil & Sons, Belgaum as Sr. Site Engineer**

**Jun'91-Jul'93:**

**Parikh Manufacturers, Sangli as Precast Concrete Items Designer**

**EDUCATION**

2002	MBA (Marketing) from National Institute of Business Management, Chennai
1996	M.E. (Structures) from Walchand College of Engineering, Sangli
1995	Diploma in Industrial Management from Welingkar Institute of Management, Mumbai
1991	B.E. (Civil) from Walchand College of Engineering, Sangli

**TRAININGS / COURSES / WORKSHOP ATTENDED**

- STAAD Pro – Structural Analysis & Design
- ISO 9000 Systems
- SAP ERP
- Low Cost Housing Techniques by IISc, Bangalore
- Blueprint for Success by Shiv Khara
- AutoCAD, Oracle 8i, Visual Basic Courses
- Workshop on National Building Code of India, Jaipur
- Finance for non-finance people course at Nairobi (Kenya)

**PERSONAL DETAILS**

Date of Birth :	2 <sup>nd</sup> December, 1968
Linguistic Abilities:	Gujarati, Hindi, English and Marathi
Nationality:	Indian
Passport Status:	Active
Marital Status:	Married
No. of Dependents:	5 (Spouse+2 children+2 parents)
Driving License Details:	Indian & Kenyan Driving Licence
Visa Details:	Company sponsored Work Permit for Kenya

**Other Brands Worked With**



Bosch Ltd., Bangalore



Reliance Industries Ltd., Pune



The India Cements Ltd., Gulbarga



Grasim Industries Ltd., Sangli

**Education**



**MBA (Marketing)**



**M.E. (Structures) & B.E. (Civil)**



**Diploma in Industrial Management**