Dr. Anil Paul PhD (Management)

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C-Level Executive (**leadership position)**

**A true management professional with PhD** (2015) **in Organizational Leadership & 25 years of corporate managerial experience.**

**Areas of Expertise**

* Business Planning
* Strategic Management
* Operations Management
* Budget & Resource Allocation
* Profit & Loss Management
* Marketing & Technical Sales
* New Business Development
* Channel Development
* Product Management
* Project Management
* Customer Support and CRM
* Organizational Development
* Performance Management
* People & Process Management
* Team Building
* Coaching & Mentoring
* Leadership

Executive Synopsis

* Focused and dependable business leader executing board room strategy in line with vision & mission statements, while translating strategies to actionable operating plan and directing multi-pronged operations to excel in performance
* Out of the box strategic thinking ability with big picture focus, building and nurturing key relationships, delivering product strategy and road map to capture emerging market opportunities, driving trade as well as customer route marketing and sales, negotiating best deal for the company, designing and implementing high impact promotions, presenting company in international events; and above all continually reviewing and realigning operating strategies to remain preferred and competitive in the market
* Deft at driving category performance in terms of sales, margins, value chain and new product development
* Highly effective in introducing company to key prospects (direct customers and influencers), building partnerships, establishing direct contact with strategic accounts in target markets, and generating substantial business and repeat business as well
* Commanding experience in finance, resources and people management; benchmarking and managing key performances to accomplish strategic intent of business, critically analyzing financial & operating performance and revisiting strategy to close performance gap, and ensuring compliance at all levels of business including contractual & regulatory compliance
* Leadership experience in all round operations including oversight & control of all functions e.g. HR, finance, business development, sales, marketing, engineering, product group, customer service, supply chain, etc
* Inspiring, decisive leader and top performing team player with strong liaison, networking, communication, oratory, presentation, interpersonal & problem solving skills; ethical & holistic approach to stakeholders’ interests

Experience Summary

**Director | weathi.com (E-commerce & Digital Marketing) September 2018 – Present**

**Key Responsibilities:**

* Evaluate competitive developments and results and suggest changes in services provided and policy formulation.
* Review market response and communicate the same to team for accomplishing business goals and to establish new accounts.
* Collect current information on pricing and services offered to monitor competition in the market.
* Manage existing accounts and explore business potential and opportunities to secure profitable business volumes.
* Research and identify potential business opportunities to build relationships and partnerships with new clients.
* Create team-work and cross-team collaboration that fosters innovation - product and process development opportunities in business.

**General Manager | Henkel Roof-Care LLC – UAE Jan 2002 – Aug 2018**

Job Profile

**Strategy**

* Collaborate in business and strategy planning, establish budgets & goals, and set short and long term targets
* Manage strategies and decisions in areas such as manufacturing, sales, service/product strategy, customer service & marketing to implement short & long term business plan designed to drive growth and market share
* Work with senior management in defining value added products & services that will maximize revenue streams for the company
* Establish the pricing and positioning strategy of the company's products/services to penetrate the market
* Deliver market penetration strategy for target markets backed up by market analysis and segmentation reports

**Marketing & Sales**

* Develop tactical marketing plans for increased brand visibility in target markets, and follow up execution
* Create highly effective campaigns and promotions that drive results, while executing integrated marketing communications
* Analyze effectiveness of marketing programs, including ROI and other relevant business metrics, and revisit strategies if needed
* Drive direct sales in target markets through branch networks and account management
* Coordinate and follow-up for trade shows and speaking engagements, and implement customer engagement

**Business Development**

* Identify, qualify, and nurture new opportunities resulting in an active pipeline and a high rate of closed deals
* Perform constant industry research and analysis in an effort to identify strategic target markets based on high margin offerings
* Maintain communication with management to ensure sales and marketing efforts align with business goals
* Engage in new deals, secure meetings for hand-off to sales, follow-up, and actively support in increasing close rates

**Operations**

* Oversee the planning, implementation and evaluation of the organization programs on production, marketing, sales, business development, supply chain and sales delivery. Ensure that the programs contribute to the business mission and reflect the priorities
* Execute commercial strategies and attainment of objectives in terms of revenues and market share
* Develop and implement organization structure and charts, and manage MIS
* Implement a performance management process for all staff which includes monitoring the performance of staff on an on-going basis and conducting an annual performance review. Coach and mentor staff as appropriate to improve performance.

Achievements

* Brought the company Production from Zero to 96 Million
* Expanded the company from seven workers to 500 plus workers
* Successfully introduced new products
* Positioned the company dominantly in the UAE market

Previous Experience

**Sales Manager | Akar Technical Services LLC – UAE 2000 – 2002**

**Product Sales Manager | Tehnical & Commercial Development Corporation – Oman 1996 – 2000**

**Sales Executive | Oman Vermiculate Ind. Co. LLC – Oman 1993 - 1996**

Credentials

**Education**

* **PhD (Management),** University of Phoenix, Arizona, USA, 2015
* **MBA (Marketing),** Netherlands International Institute for Management, Inter College, Nicosia, Cyprus, 1993
* **Bachelor of Science in Mechanical Engineering,** City University, Los Angeles, USA, 1989

**Professional Certificates**

* **Certified Networker,** 2010
* **Certified Associate Leadership & Executive Coach,** 2018
* **Certified NLP Business Practitioner,** 2018
* **Certified Wellness Coach,** 2018

**Training & Courses**

* ISO 9001: Quality Management System
* Management: Henkel Trainings
* Sales & Marketing: Henkel Trainings

**Computer Literacy:** MS Office Programs

Other Credentials

* **Date of Birth:** November 01, 1966
* **Languages Known:** English, Hindi, Malayalam
* **Nationality:** Indian
* **Resident:** UAE