



SAJESH BABU
Mob: +971 52 381 4247
sajeshbabu11@gmail.com
Availability: Immediate
Visa Status: Visit Visa Category

Career Summary:

- 19 years of Asia Pacific work experience with 12 years of in-depth expertise in sales, business development, international presales marketing activities, channel partner programs, proposal management, program management, and technical consultancy.
- Bring in with multicultural outlooks, eagerness to learn, train others, ability to make a personal impact, collaborative leadership, perseverance in learning to develop depth knowledge of business products, value proposition along with a passion to obtain the best from other people.
- Experience with reputed manufacturing & engineering companies based in Singapore, having a presence in Europe, Southeast Asia, GCC & Middle East Region, and India. Catering to a wide range of industrial segments like oil & gas industries, EPC contractors, automotive, aerospace, marine engineering, and steel & metal industry, with a target increasing market share of 15 % and realization of 12%.

Patec Group of Companies, Singapore

Business Development Manager: January 2017 ~ March 2022.

- Manage all pre-sales, business development, and marketing activities, managing accounts worth Value \$100K to \$10M USD.
- Instrumental in establishing the presence of Patec Group in the GCC, MENA region, and Indian subcontinent. Executed the target by setting up of representative office in compliance with the government and regulatory board. Significant contribution in increasing the quantum of business in India as well as establishing new clients in the Middle East region securing business deals worth \$5M every year.
- Develop and execute the channel growth strategy, and initiatives for the MENA region, securing deals worth USD 1 million along with setting up business expansion plans, and reviewing performance for all product lines across the region.
- Managing growth orders and penetration. Proficient in areas like a scope (budgets, timelines), daily stand-up and scrum meetings, time, cost, resource, risk, status reviewing and monitoring, team leading, stakeholder management, reporting to senior management,
- Identifying key territories, segments, and product lines, communicating and integrating with regional partners to shape effective Go to Market Strategies, and team structure. Highly proficient in carrying out market analysis to identify areas of opportunity.
- Achieve monthly targets for assigned territory, be responsible for handling negotiations to secure the deal, and add value to deliver maximum economy towards the company's industry, marketing, and trading strategies in various engineering segments.
- Constantly search out, uncover, and evaluate new business opportunities with targeted or assigned partner-s. Forming strategic alignment between account plans for targeted or assigned partnerships, partner strategy, and third-party relationships.

Press Automation Technology Pte Ltd Singapore

Sales Manager: August 2013 ~ December 2016

- Lead the team in identifying and developing new vibrant markets, and preparing strategies to penetrate the market. Create a proper build-up of the strategic path to convey companies' objectives and products to prospective clients. Setup execution plan to achieve the set business growth and revenue estimate set by the management.
- Significantly contributed to the annual sales turnover of the organization with in-depth involvement in the development of strategic sales plan, optimum pricing along with superior market intelligence thereby forging business synergies, expansions, and increasing profitability by making strategic partnerships and valuable business decisions.
- Secure new sales, on course to achieve the sales revenue target set by the company for the Sales revenue value target of USD 8 Million per annum with new clientele in the MENA region.
- Successfully secured and delivered challenging turnkey projects towards the development of safety components for TI Group of companies (Murugappa Group) India, the estimated value of USD 1,000,000.00). Successful installation of production line with latest innovation technologies at IFB Group of companies India worth USD 750,000.00.
- Commissioned the turnkey project for the development of the heat sink project for Honeywell USA end-user Intel. Place of commissioning Chonburi Thailand. (Project Value USD 3,500,000.00)
- Developed upcoming international market to penetrate company products, and create a new customer base in United Arab Emirates, Qatar, Vietnam, Thailand & Cambodia.

3G Technologies Pte Ltd, Singapore

Sales Manager: September 2012 ~ July 2013.

- Created new clientele for precision engineering products and value-added to the existing customer portfolio.
- Achieved sales target set by the company for the machinery and robotic transmission systems. Sales revenue contribution (USD 900,000.00)
- Penetrated the medical domain by securing the installation, and commissioning of production line with the latest innovation technologies at B Braun Malaysia. Project value (USD 1,250,000.00).
- Secured the turnkey project for the development of the Cam Strut Assembly for Beyonics Precision Inc. Place of commissioning Singapore. (Project Value USD 2,500,000.00)

Skills & Strengths:

- Proficient in MS Office (Excel, PowerPoint, Word, Outlook)
- Superior verbal, written, and oral communication skills.
- In addition to sales, business development roles, proficiency in key account management, international presales marketing, and transnational bidding.
- Knowledge in proposal management, generation of commercial documents, commercial bids, and systematic daily organized accounts, including account profiles.
- Superior client relationship management with proper accountability.
- Strong quantitative and qualitative analytical skills. Ability to quickly understand complicated situations, and adjust in accordance to make spontaneous decisions.
- Ability to work in a matrixed, multidisciplinary organization. Efficient network building.
- Transparent communication skills with professional maturity in expressing the point of view with senior management.

Educational Qualification:

- 2018~2019 International Executive MBA (PGDBM) URAL Federal University Business School.
- 1997-2001 Diploma in Tool & Die Making. (NETTUR TECHNICAL TRAINING FOUNDATION -NTTF)
- 1994-1996 Pre-University Pre-Degree, Science (Kannur SN College, Calicut University)
- 1994 MATRICULATION SSLC with distinction (Kerala State Government)
First-class record in all academics.

Achievements:

- Member of the interview panel, research group, and academic guidance panel of the company.
- An active speaker representing the company at industry events, and trade fairs articulating the company's vision, business benefits, and future of technology.
- Carried out a systematic training program for newly recruited, to impart sufficient product knowledge and awareness of the company's objectives, vision, and mission.
- Attended various campaigns and events, and enrichment sessions to keep up the aspect of continuous learning.
- Participated in the prestigious event conducted by The National University of Singapore, Executive development Program Productivity and Operations Management.

Employment History:

- Jan 2017- March 2022, Business Development Manager, Patec Group of Companies, Singapore
- Aug 2013-Dec 2016, Sales Manager, Press Automation Technology Pte Ltd, Singapore
- Sept 2012-July 2013, Sales Manager 3G Technologies Pte Ltd, Singapore
- Feb 2011-Sept 2012, Senior Engineer Sales, Press Automation Technology Pte Ltd
- Jun2005- Jan 2011, Senior Engineer, Avantek Pte Ltd, Singapore
- Sept 2002-Feb 2005, Project Engineer, Full skill Technologies Pte Ltd, Singapore
- Sept 2001-Aug 2002, Engineer, Ragam Metal Products Pvt Ltd, India

Personal Particulars:

- Date of Birth -----17-11-1978
- Nationality -----Indian
- Languages Known ----- English, Hindi, Tamil, Malayalam
- Passport Details ----- L3826743 Valid Until 22-04-2024.
- Driving License -----Possess Valid Driving License 2B & Class C (Republic of Singapore),
Transferrable to UAE driving license

Sajesh Babu