

ROSHAN RAJAN

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PROFESSIONAL SUMMARY

Talented Sales Management Professional with over 17 years of experience, executing innovative ideas and generating success to continually expand market share for leading organisations

- Proactive; consistently identifying areas of improvement and re-aligning strategies and operations to meet organization goals. A proven performer who moves from vision and strategy to execution of business plans. Recognized as a top performer for consistently achieving annual sales & financial goals
- Sales background with expertise in engaging with Manufacturers, Distributors, Dealer Channel Network and Corporate clients. Regular End-user engagement with Oil & Gas, Utilities, Mining, Aviation, Telecom, Marine, Fire-Service, Construction sectors; interacting with top-level decision-makers
- Ability to influence, motivate and lead people - staff, prospects, customers - through effective communication and personal interaction skills. Proven ability to increase market share, outperform competition and increase profits
- Looking for new career challenges where a top performing professional will immediately expand market share, create value and increase profits

WORK EXPERIENCE

Sales & Marketing Manager - MEAI

Jan 2019 - Present

Giant Marine & Industrial Equipment Trading LLC. LLC. • Sharjah, United Arab Emirates

Giant Marine is leading supplier of Industrial Pipeline Solutions & Personal Protective Equipment. Our solutions cater to various sectors like Oil & Gas, Petrochemical, Marine, Telecom, Waste Management, Water Treatment and Construction sectors.

- Responsible for leading all Sales & Marketing Activities for Pipeline & Safety Solutions.
- Plan and Achieve budgeted Sales revenue and profitability targets.
- Manage and Review Sales Team performance and develop action plan for the Sales department.
- Provide market analysis and product trends to the Senior Executive team.
- Develop Annual End User Training programs for core range solutions, to support achievement of Sales Plan.
- Internal training for Sales Team to enhance product knowledge and identify unique product features.

- Track all activities including Tenders & Project Sales, Key Account Management, CRM, Enquiries and Sales Leads.
- Participation in Exhibition & Seminars and End User training to enhance product visibility.
- Responsible for engaging with New suppliers and bringing new brands into the company's product portfolio.

Area Sales Manager

Apr 2016 - Dec 2018

M.S.A (Mine Safety Appliances) Middle East FZE

• Dubai, United Arab Emirates

Mine Safety Appliances or MSA with its headquarters in Pennsylvania, USA is a leading global manufacturer of Safety Products since 1914. MSA's core products include Self Contained Breathing Apparatus, Fixed gas and Flame detection systems, Portable gas detection instruments, Industrial head protection products, Fire & Rescue helmets and Fall protection devices.

- Developing plans and strategies for assigned channel partners; following up on projects within the territory; increasing profitability and supporting the territory with knowledge of core range of products.
- Regular End User engagement (HSE Managers, Procurement, Consultants) within key sectors like Oil and Gas, Petrochemical, Utilities, Telecom, Marine, Fire Service and Construction, to ensure core range products are specified.
- Expand market share of New Products launched in the region, in order to generate revenue and increase margins.
- Developing new customers in the territory; providing timely support to existing customers; and working closely with the Channel Partners to develop customer relationships.
- Assuming responsibility for the performance of accounts with regards to achieving budget and reporting on account performance, corrective actions and customer development.
- Report trends and competitive activity in the marketplace, to Regional Product Marketing Managers.
- Lead the demand creation activities for the territory by participation in major Safety Events & Exhibitions, Customer Product Training seminars and provide inputs for developing Core range Catalog and Advertising.
- Secured Annual supply contracts with Dubai Civil Defence, Abu Dhabi Civil Defence & Federal Civil Defence for SCBA & Fire helmets valued at \$2.5M

Product Sales Manager

Sep 2009 - Mar 2016

Honeywell Middle East FZE. • Dubai, United Arab Emirates

- Develop Regional Strategy for Electrical Safety Products in liaison with Global Product Management team and Regional Sales team, to achieve sales targets.
- Worked closely with sales team (TSMs and KAMs) to identify opportunities, demonstrate their viability and set up the appropriate strategy to close the deal.
- Periodic Training for Sales team & Channel partners and provide technical expertise to key End Users.
- Visit End-users and key accounts in respective regions along with TSMs and KAMs, to ensure products are specified for upcoming tenders.
- Ensure alignment and provide regional inputs to Global Product & Marketing Managers in defining new products specifically for the Middle East region.
- Proactively involved & lead efforts along product life cycle including launch, promotion and

- discontinuation.
- Collect market & competitive information on pricing, market size, growth, product launches and share with Global Product Management team.
- Provide input for the Annual Operating Plans.
- Review sales performance on a periodical basis and recommend action in order to meet the plan.
- Provide sales forecasts monthly according to the SIOp process.
- Successfully implemented guidelines to achieve pricing and margin objectives.
- Liaise and participate with Marcom for promotional & marketing activity.
- Secured major supply contracts with Saudi Electricity Company, Saudi ARAMCO and SADARA valued at \$3M.
- Joined Honeywell as Area Sales Manager for NORTH Safety Products which includes Head, Eye, Face Protection, Respiratory Protection, Hand Protection, Fall Protection, Protective Clothing and Footwear.

Senior Territory Manager

Jan 2006 - Jun 2009

Ceasefire Industries Limited • Bangalore, India

Ceasefire Industries Limited is India's No. 1 fire-safety company with its presence across 300 cities and towns with a strong 1500 workforce, at various levels.

- Generating revenue through sales of fire-safety and security equipments.
- Responsibility involved handling a dedicated sales team and achieving set targets
- Training of sales team and demonstration of the range of fire-safety equipment to corporate clients
- Establish contacts and develop key account relationships with corporate clients in order to secure business
- Liaise with the clients and the operations team for on time and within budget execution of customer assigned orders in order to maximize market share and profitability
- Actively involved in business assessment, development, sales forecasting and budgeting
- Recognized as "Salesperson of the Year" for consistent sales achievement

EDUCATION

Post Graduate Diploma Business Management

Jun 2004 - Apr 2006

MATS School of Business & IT • Bangalore

Specialization: Finance & Marketing

Bachelor of Engineering

Sep 1999 - Feb 2004

Bapuji Institute of Engineering & Technology • Davengere, India

Specialization: Electrical & Electronics

SKILLS

Sales & Marketing | Leadership | Negotiation | Business Development |
Channel Management | Key Account Management | End User Engagement | Time Management |

PROFESSIONAL CREDENTIALS

- Wilson Counselor Salesperson