



ABOUT ME

- ✦ Date of Birth: 05th Dec 1982
- ✦ Nationality: Indian
- ✦ Gender : Male
- ✦ Marital Status: Married
- ✦ Visa Status: Oman Employment Visa
- ✦ Driving License : Oman, UAE & India License
- ✦ Passport No: L1468805
- ✦ Languages Known: English, Malayalam, Hindi, Tamil



AREAS OF EXPERTISE

- ✦ Industrial Products (Conveyor Belts, Rubber Sheets, Lagging Services)
- ✦ Anti-Corrosive Lining – Rubber, FRP, Ceramic
- ✦ Material Handling Systems (Conveyor System Accessories & Steel Fabrications)
- ✦ Rubber & Polyurethane Products
- ✦ Wear Products
- ✦ HVAC Products

REGIONS HANDLED

- ✦ *Middle East*
- ✦ *East Africa*
- ✦ *West Africa*
- ✦ *India*

SREEPRASAD RAJAMOCHAN

Head - Sales & Marketing



Muscat, Oman



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PROFILE SUMMARY

- An Innovative, strategic and result oriented Global Business Professional with over 16 years of experience in Industrial Engineering Products in Middle East and Africa in Global Sales, Marketing and Business Development Activities.
- Key focuses on New Market Development and Penetration, Sales Excellence, Brand Promotion and Profit Maximization.
- Subject knowledge expertise in creating new partners and harvesting untapped business opportunities; effectively identifying and networking with channel partners, resulting in deeper market penetration & improved market share and expansion across the GCC and Africa.
- Explored new Markets and achieved success in untapped regions.
- Conducted Market survey/analysis to identify opportunities for growth in targeted region/countries.
- Appointed Agents in targeted regions/countries
- Consulted Key Decision makers and formed strategies accordingly.
- Generating enquiry, attending pre bid meetings, offer preparation/ submission, Negotiation/contract signing and execution.
- Monitoring issues during project execution and taking proactive & corrective action to meet project schedule.
- Helping procurement team for procurement of items required in Projects.
- Brand positioning in Middle East & African markets with strong association with leading International Brands.
- Proficient in developing and appointing new business partners to expand product reach in the market and working in close interaction with the dealers and distributors to assist them to promote the product. Track record of overseeing profit Centre operations and accountable for increasing profitability and achieving business objectives within budgeted parameters.
- Exploring business potential, opportunities & clientele to secure profitable business volumes while evolving market segmentation & penetration strategies to achieve growth and pre decided targets.
- Expertise in sales of **Fabric Conveyor Belts, Chevron Belts, Heat Resistant and Fire Resistant Belts, Steel Cord Belts and Hot & Cold Splicing contracts for the same.**
- Getting New Projects & Annual Maintenance Contracts in **Conveyor System Maintenance & Engineered Rubber Products in Oil & Gas, Aluminium, Steel Fabrications, FRP & Rubber lining of Chemical Industries are my recent task and achievements.**
- Industries served are **Cement Plants, Crushers, Mining Industries, Aluminium Plants & Steel Plants, Ports etc.**



SOFT SKILLS

- ✦ *Motivational Leader*
- ✦ *Thinker*
- ✦ *Persuasive Negotiator*
- ✦ *Planner*
- ✦ *Communicator*
- ✦ *Change Agent*
- ✦ *Innovative*

Head Sales & Marketing – Middle East

NEKTEL – Technical Rubber LLC, MUSCAT, OMAN

(An Arabian Industries Group Company)

Mar 2021 – Present

Sales Manager – Middle East & Africa (2018 – 2021)

Territory Manager – Dubai (2015 – 2018)

Asst. Territory Manager – Dubai (2011 – 2015)

AL DOBOWI GROUP, DUBAI, UAE

(Technical Rubber and Engineering Product Division)



CORE COMPETENCIES

Global Strategy | Cross Team Functioning | Brand Positioning | Key Account Management | Client Relationship & Retention | New Product Development | Market Research & Forecasting | Exceptional Presentational & Analytical Skills | Advanced Problem Solving Abilities | Budgeting & Cost Optimization | Profit & Loss Management | Human Resource Management | Business Restructuring | Team Management & Leadership | Digital Marketing



CAREER

NEKTEL – Technical Rubber LLC, the first rubber factory in the country of Oman in material handling services, manufacturing and development of moulded and extruded rubber products, Anti-Corrosive rubber and FRP Lining, a leading technology Engineering Services and manufacturing Company. NEKTEL has an international presence with offices in Middle East (Oman, Qatar, UAE and KSA). The sectors we serve include Oil & Gas, Power plants, Cement Plants, Mining Industries, Aluminium Plants, Fertilizer Plants, Steel Plants, PORTS and Crushers.

- ✦ Key focus on business development, planning, implementing and coordinating sales activities to achieve sales and gross profit margins.
- ✦ Evolving sales strategies ascertaining budgetary requirements and contributing to critical assignment decisions as necessary.
- ✦ Managing key customer relationships and negotiating customer agreements according to annual operating plans.
- ✦ Locating and proposing potential business deals through prospecting, discovering, and exploring opportunities, developing and negotiating contracts.
- ✦ Evaluating and motivating the sales force, maintaining strong vendor relationships, arranging meetings with clients and distributors and forecasting.
- ✦ Preparing Annual and Quarterly Business Plans.
- ✦ Recruiting, Training and Managing Sales Team.

Al Dobowi is a Multinational Group of companies with both manufacturing and marketing activities spread throughout the world. Al Dobowi markets a wide range of world class Technical Rubber Products and Engineering Products, Application of Anti-Corrosive Rubber & FRP Linings – Vessels, Pipes, Riser, Valves etc., Material handling systems, Wear Protection, Everhard Abrasion resistant hard plates, Ceramic and Polyurethane products, Steel Fabrications, Shelving Systems, Marine cushioning systems, Building protection systems etc. with Infinity brand name.

- ✦ An accomplished Sales and Business development professional with successful career in developing and appointing new business partners to expand product reach in the market.
- ✦ Proficient in initiating and developing relationships with key decision makers in target organizations for business development.
- ✦ Exposure in handling customers to various industries such as **Oil and Gas, Fabricators, Marine, Port, Cement, Readymix, Waste management, Crushers, Mining, Aluminium, Steel industries etc.**

WORKSHOP ATTENDED

Certification in Rubber Lining, Brick Lining and Wear Protection by REMA TIP TOP, GERMANY.

Sales Manager - Middle East & Africa

GULF O FLEX TRADING LLC, DUBAI, UAE

(A Trading Division of Rubber World Industries for HVAC Parts)

Jun 2010 – Dec 2010

Sales and Marketing Executive - Middle East & Africa

RUBBER WORLD INDUSTRIES LLC, DUBAI, UAE

(A Memon Group Company manufacturing Rubber Insulation products)

Jul 2007 – Jun 2010

Asst. Sales Manager

DIABU DIAMOND TOOLS (INDIA) PVT LTD, Bangalore, India

(Subsidiary of DIABU GERMANY)

Oct 2005 – Jun 2007

- ✦ Spearheading the overall Strategy Planning with Marketing, New Initiatives, Sales, Business Development, Client Relationship Management, and Follow-Up for Orders, Receivables & also handling key projects in Middle East.
- ✦ Identifying New Potential Markets in Africa and appoint a business partner for the country.
- ✦ Restructuring distributor inventory management and secondary sales.

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- ✦ Expertise in selling complete range of **HVAC Products, Building materials and Air Conditioning Parts.**
 - ✦ Coordinating with Project Managers & Site Engineers.
 - ✦ Generating Sales proposals and sales forecasting for other countries.
 - ✦ Sending offers, Negotiating contracts of projects for company with electromechanical contractors and traders.
 - ✦ Working with MEP consultants for approval of insulation products.
 - ✦ Increasing showroom sales of insulation products and other HVAC products in Trading outlet.

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- ✦ Travelling in Middle East & African countries for Business Development & Brand Marketing.
 - ✦ Sales & Marketing of **HVAC Products like Insulation tubes, Insulation Sheets, Adhesives & Sealants, Glue, Tapes, Insulated Ducts, Uninsulated Ducts in Middle East & Africa.**
 - ✦ Well versed with International Marketing & Export sales procedures.
 - ✦ Experience of working under cross-cultural and multi-lingual environments.
 - ✦ Approaching electromechanical contractors, MEP consultants for Projects. Maintaining Customer database & providing various reports to General Manager / Managing Director.
 - ✦ Achieving targets for both export & local sales. Coordinating with warehouse and forecasting delivery. Coordinating with the distributors in other countries motivating them and developing the international market.
 - ✦ Initiating complete follow up of all shipments to Canada, Uruguay, United Kingdom, South Africa, Kenya, Mauritius, Iran, Pakistan & Australia.
 - ✦ Coordination with the shipping company and preparing documents like Invoice, packing list, bill of lading, SGS certificates and forwarding it to clients.
 - ✦ Arranging and executing SGS inspections & certifications of the product for shipment to countries like Kenya, Bangladesh etc.

Diabu Diamond Tools is into manufacturing of diamond tools mainly used in sawing, grinding, milling, drilling and polishing of stones like granite, marble, sandstone, concrete etc. Managing and undertaking the sales of diamond tools in South India (Tamil Nadu and Kerala) with a branch office of the company based in Chennai.

- ✦ Traveling extensively throughout South India and identifying the potential customers and follow-ups of existing customers to improvement of the sales.
- ✦ Timely analysis of the market trends, and monitoring of competitors to improve the market share.

- ✦ Compensation settlements, maintaining databases and records of customers, addition of new customers, building up market and collection of receivables.
- ✦ Framing the new strategies, to adhere to the competitive environment and to sustain in the market. Co-ordination with inter-departments to meet the customer needs at the right time with right quality products.
- ✦ Resourceful negotiation, processing of orders and timely delivery of products to the customers. Business plans based on the targets and comparison with the actual for the focused sales.



PREVIOUS EXPERIENCE

- *Market Research Analyst - MAINI GROUP, Bangalore, India (Jun 2005 – Sep 2005)*
- *Project Trainee – Sales, ICICI PRUDENTIAL, Bangalore, India (Jan 2005 – Jun 2005)*



IT SKILLS

Well versed with Windows 10, MS Office, SAP, ERP & Internet Applications.



ACADEMICS

- *Master's in Business Administration (Marketing & Systems), Bangalore University, (2003 – 2005)*
- *Bachelors in Computer Science, Bharathiar University (2000 – 2003)*