

VASUDEV RAO VARKOOR



Exceptional hands-on leader with over 24 years of solid experience in Business Management with PBIT delivering results through people development with Executive Leadership Skills and Stake holders management.

Dubai - UAE

Dear Sir / Madam,

I am a Mechanical Engineer with masters in "Marketing Management-MBA" with over 24 years of professional experience have over 15 years of Senior Management, Executive Leadership roles in the GCC establishing a start-up company with prestigious renowned group in UAE, also including with an eight-decade old the top diversified business group in Oman representing over 500 premium brands with 1100+ employees and over 1800+ employees for the group and top OEM companies in India.

Reporting to the Share Holders, Chairperson, Jt. Dy. Chairperson, Group Advisor, Board.

Reportees include – Sales / After Sales / Admin Departmental General Managers, Asst. General Manager, Senior Managers and below down the hierarchy.

Handled AED 250 Million / USD 70 Million / INR 500 crores approximately business turnover, also handled more than 200 distributors and dealers network spanning over large states in India like Andhra Pradesh, Telangana, Karnataka, Tamilnadu, Maharashtra, Gujarat, undivided Madhya Pradesh, Western UP etc with leading business groups like Mahindra and Mahindra, Escorts Ltd., Kinetic Engineering Limited etc in their respective products and territories.

I have excellent track record in building, turning around businesses. Streamlining workflow, creating teams, multicultural team management, create positive work environment to enhance profitability and accelerating the business growth.

Excellent Team/People Management skills managing 200 plus employees (including recruitment, appraisals, Performance measurement, motivating, mentoring).

My ability to lead large multicultural teams and work with them, quickly adapt to the corporate culture and analyse the requirements, set objectives, and create, develop teams, easily approachable to teams, a down to earth - inclusive leadership style, motivate teams to achieve those objectives with profitable outcomes has proven to be one of my greatest assets.

My proven leadership skills, positive attitude, strong commitment to high professional standards, being self-starter and flexibility in devising proactive responses to changing economic conditions would allow me to make a significant contribution to the company and the teams and create value.

As seen in my Resume, I am credited with significantly improving bottom-line profitability, business and infrastructure development in a challenging business environment.

I am seeking new challenges at Senior Level / Top Management positions in your group. I bring along Executive Leadership skills and stake holder's management skills; excellent interpersonal relationships, analytical, planning, administrative, problem solving, communication & organizational skills with proactive management of crucial external customer relationships.

Willing to relocate and can join immediately / at a very short notice if selected. I would welcome the chance to discuss my qualifications and work experience. I appreciate your time and consideration.

Looking forward to hearing from you in the soonest in possible time

Yours sincerely,



(Vasudev Rao Varkoor)

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VASUDEV RAO VARKOOR

Date of Birth: 10th August 1970; **Nationality:** Indian; **Languages:** English, Hindi, Tamil, Telugu, Kannada, Marathi, Arabic

Driving License Available: UAE, Oman and India **Skype id:** vasudev.varkoor

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EDUCATION:

- MBA - Post Graduate Diploma (Marketing) – Kranti Institute of Management, Hyderabad; India – 1997
- Bachelor of Engineering (Mechanical) – Karnataka University, Dharwad; India – 1995
- Soft skill – MS Office, SAP - ORACLE ERP; Excellent written and oral communication skills

EXECUTIVE SUMMARY:

Mechanical Engineer with Masters in Marketing Management with over 24 years of experience (having 16 years of Senior Management, Executive Leadership roles and overall 8 years of Factory / Plant Operations) and establishing a green field Tier-1 Automotive OEM Plant with prestigious renowned group in UAE, top diversified business group in Oman; *Handled AED 250 Million / USD 70 Million / Indian Rs.500 Crores business turnover, managing 200 plus employees (including recruitment, appraisals, Performance measurement, motivating, mentoring); Reporting to the Share Holders (Chairperson, Jt. Dy. Chairperson, Group Advisor, Board). Handled more than 200 plus dealers network spanning over large states in India like Andhra Pradesh, Telangana, Karnataka, Tamilnadu, Maharashtra, Gujarat, undivided Madhya Pradesh, Western UP etc. with leading business groups like Mahindra and Mahindra, Escorts Ltd., Kinetic Engineering Limited etc. in their respective products and territories.*

SKILLS SET:

Stake holders Management; Hands-on work experience in P&L - EBIT; Factory Operations; Product Development; Vendor development; Production Planning and Control; Quality; Procurement; Logistics; Inventory Management; Multicultural team management; Project Management; Profit Centre Management, Strategy; Direction; Business Turnaround, Budgeting; Budget Control; Automotive manufacturing; Start-up company; Sales; After Sales; Dealer Principal; Customer care; ERP Project implementation and management; Legal; Policy Decision Making; Key Account management; Business Development; Channel Sales; Planning; Resource Management; Network Development; Infrastructure Development (show rooms, ware house facilities, factory setting up); Complete Business operations, Looking out for new business opportunities; Agencies; Products etc. Have excellent record in building, turning around businesses. Streamlining workflow, creating teams, create positive work environment to enhance profitability and accelerating the business growth.

INDUSTRY SECTORS / VERTICALS MANAGED:

Automotive Manufacturing, Switchgear – Electrical Manufacturing, Premium Passenger Cars, Used Cars, Commercial Vehicles (Light, Heavy Trucks and Buses), Leasing, Tractors, Two wheelers, Tyres & Batteries, Lubricants, Industrial Gases, HVAC, Construction Equipment, Road Machinery, Material Handling, Oil & Gas Safety Products, Building Materials, Commercial Kitchen, Laundry Equipment, Computers, Mobile Phones, Office Equipment, Office Furniture, Electrical, Consumer Appliances Electronics and Electrical Business, General Trading.

MAJOR BRANDS OVERSAW:

Jaguar, Land Rover, Range Rover, VOLVO Cars, MG Cars, BYD, LUXGEN, ASHOK LEYLAND Trucks and Buses, FORD TRUCKS, JMC, Trucks CMC Vans, Michelin Tyres, BFG, BKT, Federal Tyres, Eneos, Mirr, Cofran Lubricants, NBC, ACTRON, OPTIMA Batteries, BEML, Mitsubishi Forklifts, SAKAI Rollers, Foton Lovol, Terex Finlay, AMMANN Asphalt Plants, MASSENZA Bitumen Sprayers, ABUS Cranes, Esquire India & Winget UK Mixer Machines, FG WILSON Gensets, Chicago Pneumatic, Ingersoll Rand Compressors; Tennant Cleaning Equipment; Doppler Elevators; Dell Computers; Nokia Mobile Phones; Konica Minolta, MK Electric; Schneider Electric, Nalco Chemicals, KDK Fans; Avery weigh Bridges; Daikin.

EMPLOYMENT HISTORY

START	END	EMPLOYER	POSITION
Jan-2021	July 2021	Sharikah Fanniyah Omaniya (Muscat) LLC – Oman	Chief Operating Officer
May-2018	Sept-2020	Auto Bus Laser LLC – UAE (OEM Tier I supplier, Hinduja Group)	Chief Executive Officer
Sep-2017	May-18	Harbourfront Trade Consulting Group, UAE	Executive Director/Business Partner
Dec-2011	Jul-2017	Mohsin Haider Darwish LLC, Muscat – Oman (Diversified Business Group)	Director
Jan-2010	Dec-2011		General Manager
Jan-2009	Dec-2009		Assistant General Manager
Jan-2007	Dec-2008		Senior Branch Manager – Profit Centre Head
Jun-2006	Dec-2006		Branch Manager – Profit Centre Head
Jul-03	May-06	Escorts Ltd. – India (OEM – Tractors, Construction Equipment Major)	Area Manager – Sales and Marketing
Aug-99	Jul-03	Mahindra & Mahindra Limited - India (OEM - Diversified Auto Major)	Area Manager/Regional Manager
Jan-98	Jul-99	Kinetic Engineering Limited - India (Two Wheelers)	Area In charge – After Sales, Spare Parts

VALUE PROPOSITION:

- Complete Factory operations; Strong P&L Management; Overseeing Large Businesses
- Industry, Business Knowledge GCC Markets and India
- Revenue, EBT Growth, Business Development, Business Turnaround
- Strategic Business Planning, Direction, Processes and Execution
- B2B, B2C, Channel Sales, Proactive crucial external/internal customer relationship management
- Automotive Manufacturing; Project Management; Administration, and Executive Leadership Skills

KEY ACHIEVEMENTS:

UAE-AUTO BUS LASER LLC

- Set up the Plant and machineries within a very short time;
- Bringing the product cost within the already agreed / established price even before the plant is set up with strict monitoring and control of cost elements.
- Developed more than 200 components related to Ashok Leyland Bus structures, Chassis components.
- Started sales from October 2018;

OMAN-MOHSIN HAIDER DARWISH LLC

- Sold “Terex Finlay I-140” Value USD 470,000/AED 1.72 Million Crusher first time in Oman after signing up the new agency and promoted; Sold “Terex Finlay 694+ 3 Deck Screen” for USD 240,000/AED 878,000 for the first time
- Sold 1.4 Million USD “AMMANN” Asphalt Plant single handed; Cleared all dead inventory of machinery within the first year there by reducing the cost of inventory.
- Turning around Volvo Cars in the first full year of 2016; Led and transformed the bleeding vertical since 2002 into a profitable one for the first time under my leadership; increased the sales by 300% over 2015. The only Volvo dealership in the region and under the Volvo Regional Office Turkey to get qualified and paid incentives in all areas like Sales, Parts, Service, Infrastructure and other parameters. Awarded Best Importer in the region by Volvo Cars
- Awarded in Beijing-China for the best “MG CARS” sales performance in the year 2016. This is the first time in the 25+ years of history of the company achieved under my leadership. Increased the sales up by 570% from 35 cars in the year 2015 to 200 in the first year 2016.
- Developed the small Salalah Branch into fourth biggest Division within the group in terms of Turn Over and Net profits; Best in terms of Financial and Business performance measurement parameters; Best Working Environment, Employees skill development, vertical growth, employee happiness. Mentored local nationals in skills development.
- Achieved profits Month-on-Month and Year-On-Year growth continuously and never made losses in any single month.
- Awarded Best Dynamic Division in the group for the year 2008. Nominated for Best Dynamic Division in the group for the years 2013, and 2014;
- Achieved Rial Omani 1.1 million “Net Profit” and Rial Omani 12 million turnover in Salalah Branch (400% Growth)

PROFESSIONAL EXPERIENCE:

Jan 2021-July 2021

SHARIKAH FANNIYAH OMANIYAH (MUSCAT) LLC – MUSCAT, OMAN

Chief Operating Officer

Company Profile: SFO (MUSCAT) LLC is more than five decades old one of the leading companies engaged in **Switchgear Manufacturing** and design, assemble, test and supply Low Voltage Distribution Panels including Feeder Pillars, Metering Panels, Power Control Centers, Motor Control Centers. Also into manufacturing, trading and/of **Office Furniture, Water Treatment Chemicals, Commercial Kitchen-Laundry equipments, Floorings.**

Responsibilities:

- P&L Management / Overall Operations Management
- Key internal-external customer interface (Key customers, Contractors, Consultants, Government bodies)

Reason for separation: I was engaged from January 2021 as COO. However due to changed Government of Oman rules (in favor of Nationals/Local Only) for Senior Management position recruitments, the company could not get the Ministry of Labour clearance / Visa License for the above position. Continued from onsite and off-site for some time but due to COVID-19 pandemic and also travel restrictions in place could not take it forward and hence terminated the contract with mutual concurrence.

May 2018 to Sept 2020

AUTOBUSLASERLLC(HINDUJAGROUPCOMPANY) RAK –UAE

Chief Executive Officer

Company Profile: AUTO BUS LASER LLC is associated exclusively with ASHOK LEYLAND-UAE, Manufacturing of Auto Components, Ashok Leyland Bus body structures other Chassis components in a state of art facility with next generation Laser Machines, Robotic Welding, Zinc Electroplating, Powder Coating facilities and Sheet metal production and assembly lines. *This is a green field startup company.*

Responsibilities:

- Setting up of the Plant, machinery, Installations, Commissioning,
- Overall operations and P&L Management – Cash flow, Debtors and Creditors Management
- Overall Operations Management, ERP development and implementation,
- Procurement, Supply chain Management, Production Planning and Control, Product Development, Quality systems, Logistics
- Plant Maintenance, HSE, Various Government agencies interactions and time to time License approvals, renewals, HR, Policies and Policy development, implementation, Multicultural People Management,
- New Project Development

Key Achievements:

- Set up the Plant and machineries within a very short time; Bringing the product cost within the already agreed / established price even before the plant is set up with strict monitoring and control of cost elements.
- Developed more than 200 components (including many model variants) and new products related to Ashok Leyland Bus structures, Chassis components; Identifying suppliers and developing sources,
- Started commercial operations / Sales from October 2018

Reason for separation: I was engaged from December 2017 with M/s Auto Bus Laser LLC for setting up of the brand new "Green Field project" through M/s Harbourfront Trade Consulting Group DMCC and from May 2018 changed Visa to Auto Bus Laser LLC in view of the better focus and operational management (plant being more than 100 kms away from Dubai). Now the project is completed and operationally successful. Also, since being OEM and single customer base, with limited product offerings, marketing, business development requirements, no further product development, financially weak company and for personal growth factors.

September 2017 to May 2018

HARBOURFRONT TRADE CONSULTING GROUP DMCC, DUBAI-UAE

Executive Director / Business Partner

Company Profile: Harbourfront Trade Consulting Group DMCC (HTCG) offering services and professional guidance, manages appointment of distributors, market research, price advisory as well as customer research in Marketing Management, MEP products and building materials. HTCG specializes in Automotive, Energy Consultancy and Conservation, Alternate Energy, HVAC products, Sensors and Field Devices.

Moved to the client M/s AUTO BUS LASER LLC on request to establish the client project as a full time employee.

June 2006 to July 2017

MOHSIN HAIDER DARWISH LLC, MUSCAT/SALALAH - OMAN

Company Profile: The Automotive Division is one of the main operating divisions of MHD LLC representing premium automotive brands like Jaguar, Land Rover, Volvo, BYD, LUXGEN, MG, Ashok Leyland, Ford Trucks, JMC, CMC etc.

Aug-2015 to Jul-2017

Director - Automotive, Engineering, Commercial Vehicles: Oman (Two Independent Divisions)

Responsibilities:

- Part of leadership team reporting to Chairman
- Overall P&L - EBIT; Strategy; Directing;
- Budgeting; Budget Control; Sales; Marketing; Business Development;
- After Sales including Parts; Customer care; Inventory Management; Legal; Key account management;
- Resource Management; Team/People Management around 200 employees (including recruitment, appraisals, Performance measurement, motivating, mentoring) Network development; Complete Business operations
- Dealer Principal; Policy Decisions; Looking out for new business opportunities, Agencies, Products

Key Achievements:

1. Turning around Volvo Cars in the first full year of 2016; transformed the bleeding vertical since 2002 into a profitable one for the first time under my leadership; increased the sales by 300% over 2015. The only Volvo dealership in the region and under the Volvo Regional Office Turkey to get qualified and paid incentives in all areas like Sales, Parts, Service, Infrastructure and other parameters. Awarded Best Importer in the region by Volvo Cars
2. Awarded in Beijing-China for the best "MG CARS" sales performance in the year 2016. This is the first time in the 25+ years of history of the company achieved under my leadership. Increased the sales up by 570% from 35 cars in the year 2015 to 200 in the first year 2016.
3. Won the order for 1.2 Million USD "AMMANN" Asphalt Plant; Rial Omani 200k order for Terex Finlay Mobile Crusher first time in Oman; Sold all dead inventory of machinery within the first year there by reducing the cost of inventory.
4. Successfully introduced "FORD Trucks" in the market and sold 50 Trucks in the market within the first year competing against established and renowned brands

Nov-2011 to Jul-2015

Director: Salalah

Responsibilities:

1. Responsible for the complete range of products of the entire company (more than 500 brands) for the region and YEMEN under – Automotive, Computers Office Automation, Telecom Trading, Electrical and Electronics Business, Tyres and Batteries, Industrial Gases, Medical Equipments, Building Materials, HVAC, Kitchen-Laundry Equipments etc.
- Overall P&L-EBIT; Gas Plant Operations
- Strategy; Directing; Complete Business operations
- Budgeting; Budget Control; Sales; Marketing; Business Development; B2B; B2C; Channel Sales Management
- Network/Infrastructure development;
- Resource Management; Team/People Management (including recruitment, appraisals, Performance measurement, motivating, mentoring)
- After Sales; Customer care; Inventory Management; Legal; Key account management;

Key Achievements:

1. Developed the small Salalah Branch into fourth biggest Division within the group in terms of Turn Over and Net profits; Best in terms of Financial and Business performance measurement parameters; Best Working Environment, Employees skill development and vertical growth.
2. Achieved profits Month-on-Month and Year-On-Year growth continuously and never made losses in any single month.
3. Nominated for Best Dynamic Division in the group for the years 2013, and 2014;

Jan-10 to Dec-11 General Manager: Salalah

Jan-09 to Dec-10 Assistant General Manager: Salalah

Jan-07 to Dec-08 Senior Branch Manager: Salalah

Jun-06 to Dec-06 Branch Manager: Salalah

Key Achievements:

1. Won contract for “Michelin Tyres” for three years from “Port of Salalah” in 2008 after hard negotiations for new segment, which paved way for the entire regional Ports in the GCC and Africa Region for the Michelin Company as well. This contract is still ongoing as on date with 100% Tyres fitment in the fleet.
2. Achieved Rial Omani 1.1 million “Net Profit” and Rial Omani 12 million turnover in Salalah Branch (400% Growth)
3. Awarded Best Dynamic Division in the group for the year 2008
4. Successfully started and established new business in YEMEN for Industrial Gases;

July 2003 to May 2006**ESCORTS LIMITED (AMMD) HYDERABAD / BANGALORE – INDIA****Area Manager: Sales & Marketing****TELANGANA/ANDHRA PRADESH/KARNATAKA****Company Profile:** Escorts Limited is one of India’s leading Engineering conglomerates operating in the high growth sectors of Agri-machinery, construction & material handling equipment, railway equipment and auto components.**Responsibilities:**

- Channel Sales/ Dealer Management / Institutional Sales
- Budgeting; Sales; Marketing; Business Development;
- Network Development
- After Sales including Parts; Customer care; Inventory Management; Legal;
- Wholesale / Retail funding through Banks / Financial Institutes

Key Achievements:

1. Developed network & increased dealer’s confidence level to achieve the goal of No. 2 position in the South India; Appointed 18 New dealers and revived 12 old sick dealers thereby making Escorts the major player in south industry.
2. Successfully increased market share by 4% from 6% to 10%. Doubled the volumes for each year. Achieved a growth of 103% against an industry growth of 44%.
3. Reduced the outstanding from INR 28 million to INR 10 million.

August 1999 to July 2003**MAHINDRA & MAHINDRA LIMITED (FES) - NEW DELHI/BARODA/PUNE, INDIA****Area Manager/Regional Manager****(Gujarat/Maharashtra/Karnataka/Tamilnadu/Telangana/Andhra Pradesh/Madhya Pradesh/Western UP)****Company Profile:** The world’s largest tractor brand by volume, India’s largest utility vehicles, Commercial vehicles, Passenger cars manufacturer, with leadership positions in the industry.**Responsibilities:**

- Channel Sales/ Dealer Management / Institutional Sales
- Plant Operations, Vendor Development, Assembly lines supervision (PDI/Engine/Transmission/Chassis etc)

Key Achievements:

1. Achieved business about 100 Tractors in western UP alone single handedly from historically zero sale in the Region
2. Achieved the sales targets continuously for the financial years F-02 and F-03; Increased tractor volumes from 98 in F-02 to 285 in F-03
3. Appointed 15 new dealers in M.P. / 5 new dealers in Western UP; Appointed 25 new dealers in the other states, 5 spares stockists and 1 C&F agent for transportation for the region.

January 1998-July 1999**KINETIC ENGINEERING LIMITED, PUNE/CHENNAI, INDIA****Area In-charge – After Sales (Maharashtra / Tamilnadu/Puducherry)****Company Profile:** Part of the \$500MN Firodia Group of companies, Kinetic Engineering Ltd, JV with Honda Motor Cycles and Scooters, Japan.**Responsibilities:**

- After Sales/ Dealer Management / Institutional Sales/Spare Parts
- Plant Operations, Assembly lines supervision (PDI/Engine/Transmission/Chassis etc)

Key Achievements:

1. Increased spares sales from INR 5.5 million to INR 7.5 million per month
2. Increased service coverage / network from 25 Service points to a network of 50 dealers
3. Achieved 90% of workshop up gradation with pneumatic tools of all dealers as per company norms.