

RESUME

PANKAJ JASWAL

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Summary

Results-driven leader with 12 years of experience in energy sector, oil & Gas maximizing profit potential through Innovative leadership, market research, and identification of new business opportunities in East Africa. Established track record of creating and implementing programs and long-term business strategies aimed at company growth.

High-performing leader able to inspire and manage multicultural teams to achieve outstanding results. Gifted communicator at all levels with demonstrated business and strategic vision and disciplined execution.

Highlights

- Strategic planning
- Revenue generation
- Market analysis
- Marketing campaign development
- Contract negotiation
- Business development
- Profit optimization
- Team leadership
- Relationship selling
- New product launches

Competent in Leading Teams, Mapping Potential, Tapping Prospects, analyzing their Requirements, Rendering Technical Guidance to the Clients and Negotiate Orders.

PROFESSIONAL EXPERIENCE

Aria Commodities, DAR ES SALAAM, TANZANIA (1st September 2021 to till date)

Designation: Head of Trade, East Africa (Coal, Bitumen & Battery Division)

Reporting To: Chief Executive Officer

- Design and implement strategic plans to reach sales targets.
- Cultivate lasting relationships with customers to grow customer loyalty.
- Establish a sales training program to train new employees.
- Meet with sales managers to assess company performance.
- Maintain customer relationships for future purchases.
- Contribute to organization's goals plus objectives and enhance market share and sales performance.
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- Establish channel strategies along with execute associated plans.
- Prepare trade promotional plan in designated channels with crucial customers.
- Coordinate media placements, public relation programs, host events and participate in all events.
- Provide marketing assistance to sales team through answering clients and product inquiries.
- Ensure to travel as required to participate in relevant shows exhibition.
- Responsible for managing and monitoring Trade Marketing Investments as well as initiating execution.
- Prepare trade promotion plans with main customers.



Total Energies Tanzania Ltd, DAR ES SALAAM, TANZANIA (1ST Feb 2019 to 31st August 2021)

Designation: Manager (B2B, General Industry)

Reporting To: Specialties Manager

- Increase sales from 700KL to 1050 KL over a span of 3 months.
- Knowledge of SAP, stock checking, costing of products and customer statement etc.
- SALSA, reporting via salsa, daily activities, opportunity feed and prospects.
- Conduct and provide basic lubricant training to key clients.
- Import planning and order co-ordination with supply team.
- Network with similar distributors across the country to discuss best practice to better serve our customers more efficiently and effectively.
- Follow up and co-ordinate for lubricant supply contracts with corporate clients.



PETROLUBE Tanzania Ltd, FUCHS Lubricants, DAR ES SALAAM, TANZANIA (22nd Jan 2015 to 31st Jan 2019)

Designation: Sales Manager (Industrial & Automotive Lubricants)

Reporting To: Business Head (SALES)

- Immediate growth in sales revenue. Exceeded Territory Sales goals on quarterly basis.
- Hired, trained, managed, and motivated team of sales professionals and consistently exceed goals on monthly basis.
- Grow business in Dar Es Salaam within 2 years.

Synergy products, CHANDIGARH, INDIA (12 June 2012 to 31st Dec. 2014)
Auth. Distributor of Shell India Markets Pvt. Ltd for Lubricants.

Designation: Sales Engineer (Industrial Lubricants)

Specialization

Successful Implementation and Management of Trial of Lubricants, Bitumen products with TANROADS.

Understanding the application of the Customer through Plant Auditing & Provide a Right Solution to Them Through product Analysis Standard Suggesting Correct amount of Bitumen for Exact Application and Recommended appropriate product Increase Life span of road.

Key Responsibilities

- Develop and promote weekly, monthly, and quarterly sales objectives.
- Draft detailed and accurate sales reports.
- Work with customers to better understand their business needs and goals.
- Assess costs, competition, and supply and demand to identify selling prices.
- Estimate sales volume and profit for current and new products
- Managing Business Development for Bitumen, coal & Battery.

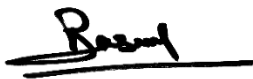
- Customer and Industry Visits Plan Accordingly.
- Driving Sales, Business Development, Key Account Management & Marketing.
- Carrying out the Detail Plant Study (Applications) and accordingly prepared the Techno-Commercial Offers.
- Managing Activities Pertaining to Negotiating/finalization of Deals (Techno-Commercial) for Smooth Execution of Sales & Order Processing.
- Periodically review the Customer and Providing Services for the Effective use of Products.
- Follow up For the Payments & collections
- Handle Responsibilities of Customers Concerns.

Education

Three Years Engineering Diploma (INSTRUMENTATION ENGINEERING) in 2008 From Government Polytechnic College KANGRA (INDIA)

Interests & Achievements

- Successfully launched Aria Bitumen (40/50,60/70 80/100 & ALL PMB GRADES, PG 70-10,76-16) in Tanzanian market.
- Increase sales of Lubes & Grease (TOTAL) from 650 KL to 1050 over a span of 3 months.
- Successfully launched **FUCHS SILKOLENEMAX 4T** oil in Tanzanian Market
- oil & petroleum products
- Best performance Award in 2013 for new customer addition.
- Successful Completion Certificate of Works 360, shell industrial lubricants.



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Location-Dar Es Salaam

United Republic of Tanzania