

**SUDISH.A.V**

P.O. Box No: 329

Manama, Bahrain

Mobile: +973 33004861

E-mail: avsudheesh@gmail.com

**OBJECTIVE**

**A Senior Sales, Marketing Management and Business Development position within a fast growing Organization. Seeking a leading role contributing to improved and profitable performance, business growth, enhancing return on investment. A position that will allow me to inject energy and enthusiasm to motivate and inspire staff and deliver outstanding results.**

**CAREER PROFILE**

- A Senior Marketing professional Over 18 years of experience in Sales, Marketing ,Business Development & Key Account Management , having established relations in Building Construction projects , Oil& Gas Projects , Housing Projects , Health care industries projects etc..
- A successful track record in delivering significant improvements in sales, diversification of business and development of potentially viable market segments.
- Brand awareness, market analysis, development and implementation market strategies for growth of market share.
- A creative and innovative leader possessing first class business planning and management skills, international business understanding combined with cultural sensitivity.
- Possess strong interpersonal organizational and negotiating skills.
- A skilled communicator with exceptional presentation skills and abilities in forging business partnerships in markets, lead cross-functional teams & establish beneficial relationships with key players in the industry.
- Possess expertise in working on international and multicultural environments with the distinction of exploring new markets for expanding businesses from scratch and streamlining operations.
- Able to work as an individual or as a team member under pressure and time constraints.

**SELECTED ACHIEVEMENTS**

- ⇒ Successfully implemented Dealer Promotion Campaign to bring regular business and revenues to the organization
- ⇒ Approached and closed new agency agreements with European Manufacturers ( SIEMENS, ABB, & Legrand)
- ⇒ In Charge to get ASTA type test certification of Low Voltage Panels for HAHCO , Bahrain
- ⇒ Achieved growth in Sales consistently with more GP for HAHCO, Bahrain
- ⇒ Identified , approached and closed a mega STP project with International EPC Contractor worth 3 million USD
- ⇒ Identified, approached and successfully closed many projects in UAE ,Oman & Bahrain .
- ⇒ Successfully obtained Utility approvals for Manufacturers
- ⇒ Successfully obtained consultant approval in Bahrain, UAE& Oman for including the brand in the respective manufacturer list for construction projects through technical presentations and seminars.
- ⇒ Successfully obtained brand approvals from Utilities, Oil Field Companies in Bahrain, UAE & Oman
- ⇒ Brought existing customers to sign up sole supplier LTA's and ensured un interrupted revenues
- ⇒ Managed to bring many new distributors in UAE , Oman & Bahrain to add to the existing customer portfolio.
- ⇒ Successfully implemented price increase campaigns generating additional revenue.
- ⇒ Designed and implemented trade advertisement programs, managed lead tracking of sales enquiries that led to increase in business.
- ⇒ Built long term marketing partnership with distributors.
- ⇒ Designed and implemented product promotional campaign, re enforcing brand strategy and brand equity through advertising , sales promotions , trade shows , public relations, direct marketing electronic and print media increasing annual sales.

---

### **KEY STRENGTHS**

- ⇒ Believe in Early Engagement
- ⇒ Believe in Consultative Selling.
- ⇒ Strong End User Relationship.
- ⇒ Team work & Cooperation.
- ⇒ Achievement Motivation
- ⇒ Flexibility
- ⇒ Organizational Commitment

---

### **PROFESSIONAL HISTORY**

#### **Aug 2015 – May 2021 M/s Haji Ali Haji Co W L L as Division Manager- L V Switchgear**

**Haji Ali Haji (HAH)** is a leading GCC business group with a glorious tradition spanning for more than 75 years. The Group's headquarter is based in the Kingdom of Bahrain where its flagship company is operating as Haji Ali Haji Co W.L.L (HAHCO). The group also has subsidiaries in UAE and Qatar operating as Haji Commercial Company (HCC).

As a part of HAHCO growth and diversification in its Electrical Division, the Switchgear Factory was established in 2008 to meet the ever growing needs of the Kingdom of Bahrain and International Markets

#### **Responsibilities**

- ⇒ Responsible for the overall activities of the Switchgear Division.
- ⇒ Leading a Team of 25 members including Sales/ Engineering/ Technicians
- ⇒ Responsible for Budgeting for the division
- ⇒ In Charge for getting ASTA type test certification of Low Voltage Panels for the division
- ⇒ Planning, organizing, allocating resources and directing the day-to-day operations for the division
- ⇒ On a regular basis, monitor operations to ensure that division goals and objectives are being met and that policies and procedures are being followed
- ⇒ Responsible for planning and organizing the duties of employees within the division

#### **Feb 2010 – July 2015 M/s Dorman Smith Switchgear L.L.C as Sales Manager**

**Dorman Smith Switchgear Dubai** is wholly owned unit of **Dorman Smith UK**, and has been serving the Electrical Industry over 125 years. The Dubai unit of Dorman Smith has been in operation for more than 35 years supplying and servicing for projects all over Middle East.

#### **Responsibilities**

- ⇒ Responsible for the sales and marketing LV Switchgear Systems & Products in UAE & Oman.
- ⇒ Effective Pre-Qualification of products with various Government organizations, Utilities like ADDC, ADWEA, DEWA, and SEWA, PDO, MOD, OXY etc...
- ⇒ To prepare Commercial Contracts for proposals
- ⇒ Contract negotiations
- ⇒ Plan to achieve forecast sales figures
- ⇒ To achieve market shares in target segments
- ⇒ Assist in credit control / revenue collection
- ⇒ Ensure key and consistent brand messages are communicated to customers
- ⇒ Relationship with Regional Channel Partners.

### **Products Handled**

- ⇒ ASTA certified fully type tested LV Switchboard distribution systems.
- ⇒ ASTA certified MCB distribution board systems
- ⇒ ASTA certified MCCB Panel Boards systems
- ⇒ ACB'S, MCCB'S , Din Rail Components
- ⇒ Modular control devices

### **April'08 – Jan 2010 M/s. Hitachi Ltd,Dubai, UAE as Marketing Engineer**

Hitachi, Ltd., headquartered in Tokyo, Japan, is a leading global electronics company with approximately 400,000 employees worldwide. Fiscal 2008 (ended March 31, 2009) consolidated revenues totaled 10,000 billion yen (\$102.0 billion). The company offers a wide range of systems, products and services in market sectors including information systems, electronic devices, power and industrial systems, consumer products, materials, logistics and financial services.

### **Responsibilities**

- ⇒ Responsible for Market Survey and Brand Development of Hitachi Low Voltage Switchgear Components in Middle East& North Africa.
- ⇒ Effective Pre-Qualification of products with various Government organizations, Utilities like ADDC, ADWEA, DEWA, and SEWA, PDO, MOD, OXY etc...
- ⇒ Appoint Long Term Distributors in Middle East for Hitachi L V Switchgear Components
- ⇒ Ensure key and consistent brand messages are communicated to customers
- ⇒ Assisting Hitachi Sales Offices, worldwide for Middle East Business.
- ⇒ Effective Pre-Qualification of various products with various Government organizations.
- ⇒ Identifying growth areas and converting opportunities into Sales
- ⇒ Gather market information regularly and inform the concerned departments regularly

### **Divisions Handled**

- ⇒ Industrial Equipments & Systems ( Hitachi Low Voltage Switchgear Division)
- ⇒ Information Technology / Telecommunication Systems
- ⇒ Oil & Gas

### **Jan'06-April'08 M/s. Havell's India Ltd, Kerala, India as Sales Engineer- Electrical Switchgear**

Havell's India Ltd is one of the fastest growing Electrical and Power Distribution Equipment Company in the country, manufacturing products ranging from building circuit protection, industrial & domestic switchgear, cables & wires, energy meters, fans, CFLs, Luminaires and modular switches.

### **Responsibilities**

- ⇒ Responsible for the sales and marketing of the Industrial range of products in North Kerala.
- ⇒ Regularly visiting the Distributors and Dealers as well as Sub- Dealers and maintaining strong relationship with existing clients.
- ⇒ Identifying growth areas and converting opportunities into Sales
- ⇒ Generating enquiries, estimation, preparing submittals, follow up to get the order.
- ⇒ Meeting regularly with major Architects, Builders, Electrical Consultants, Electrical Contractors, Panel Board Builders in the region.

### **Products Handled**

- ⇒ LV Switchgear components used in Power Distribution, Control & Automation.
- ⇒ AUTOMATIC TRANSFER SWITCHES
- ⇒ Variable Frequency Drives
- ⇒ Soft starters, SFU, Contactors, Overload Relays etc....

Aikah Establishment is an ISO 9002 certified company dealing in a range of industrial products with branches at all major locations in UAE having five different divisions; Switchgear division, Engineering Products division, Firefighting and Security System division, Lighting Division, Workshop machinery and Material handling division.

**Responsibilities**

- ⇒ Responsible for the sales and marketing of the Low Voltage Switchgear products in U.A.E&G.C.C Countries.
- ⇒ Identifying growth areas and converting opportunities into Sales
- ⇒ Generating enquiries, estimation, preparing submittals, follow up to get the order.
- ⇒ Meeting regularly with major Architects, Builders, Electrical Consultants, Electrical Contractors, and Panel Board Builders in the region.

**Products Handled**

- ⇒ LV Switchgear components & Switchboards used for Power Distribution, Control & Automation & Instrumentation.
- ⇒ Merlin Gerin & Telemecanique components from Schneider Electric, France.
- ⇒ Distribution Boxes & Components from Himel, Spain.
- ⇒ LV switchgear Components from Legrand, France.

---

**EDUCATION:** Bachelor Degree in Electronics & Communication Engineering from University of Madras, India.

Pursuing MBA in ICFAI, India

---

**PERSONAL INFORMATION**

**Date of Birth** : 12<sup>th</sup> May 1976  
**Languages Known** : English, Hindi, and Tamil & Malayalam  
**Marital Status** : Married  
**Nationality** : Indian  
**Passport Details** : Z 2510562  
**Visa Status** : Residence Visa  
**License** : Valid Indian & Bahrain Driving License  
**Permanent Address** : 4/380, Kailas, azhakath mana, alagappanagar (po), thrissur, kerala, india. 680302.

(A.V.SUDISH)