



Sunny Ramakrishna Pillai

Business Development Manager

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Personal Details:
5 May 1976 • Indian
Male • Married

Innovative and dedicated professional with extensive experience leading business development initiatives and driving significant revenue within oil, gas, chemical, and infrastructure industries. Excellent communicator and creative problem-solver, highly skilled in all areas of marketing & sales management with effective change management strategies. Results-driven leader, ready to collaborate with high-performing teams to ensure company success by directing business transformation.

Areas of Expertise

- ♦ Business Development
- ♦ Growth Strategies
- ♦ Market Research
- ♦ Change Management
- ♦ Revenue Generation
- ♦ Forecasting
- ♦ Contract Negotiation
- ♦ Sales Pipeline Management
- ♦ Networking & Prospecting
- ♦ Performance Management
- ♦ Relationship Building
- ♦ Risk Management

Professional Experience

SEPAM Group, Saudi Arabia & Bahrain Marketing & Sales Delivery Executive

2018 – 2020

Perform in-depth analyses into business processes, identify growth opportunities, and implement strategies to drive business development. Collaborate with regional and corporate management teams to discuss company needs and devise plans for market expansion and account retention in line with long-term objectives. Develop and execute strategies for advanced client interactions to generate significant revenue from existing client bases whilst promoting business offerings to acquire new clients. Deliver accurate sales forecasts, negotiate contracts, close deals, research industry trends, maintain updated Customer Relationship Management (CRM) records, and actively identify new opportunities to increase revenue. Promote new portfolio development, engage with cross-functional teams to ensure effective adoption of business changes, and establish strong network of clientele & professionals to advance business opportunities.

Key Achievements:

- Presented innovative digital presentations to executive decision-makers.
- Secured three contracts with multinational companies in oil, gas, & chemicals sector.
- Closed deals with two multinational companies in mining & metals sector.

SEM Services, Bahrain Marketing Manager

2017 -2017

Conceptualised and implemented sales strategies to enhance brand awareness, generate leads, and increase revenue. Conducted research into market trends and compiled detailed reports on customer data to develop accurate sales forecasts and profit projections. Headed leads generation activities, oversaw all marketing campaigns, and actively built brand awareness to promote company services. Developed market entry & expansion strategies, utilised referral network to promote business development, and led skilled team to obtain short- and long-term sales objectives.

Key Achievements:

- Spearheaded development of creative sales tools, such as presentations and trend reports, to improve sales operations.
- Established communication initiatives to improve service marketing operations and increase client accessibility.
- Secured major contract with four business entities in Bahrain.

SEPAM Group, Qatar, Saudi Arabia, & Bahrain Business Development Executive

2014 – 2016

Headed business development initiatives and collaborated with cross-departmental teams to guide implementation of best practices to enable market growth. Identified target markets and implemented robust strategies to improve marketing & sales activities. Fostered strong relationships with clients and built strategic partnerships with industry professionals to enhance networking referral opportunities. Implemented innovative sales tools to enhance

operations, engaged with clients to understand needs, capitalized on market trends, and actively identified opportunities for company growth.

Key Achievements:

- Directed implementation of optimised business development strategies, resulting in achieving commercial goals for Bahrain, Saudi, and Qatar markets.
- Secured numerous key contracts in mining & metals sector and infrastructure & heavy industries sector.
- Obtained registration and prequalification with major entities in metro, oil & gas, and infrastructure & heavy industries sectors.

Wintech Group, Kerala
Chief Business Development Officer

2013 – 2014

Spearheaded business improvement initiatives through utilisation of lean methodologies to drive efficiency, reduce expenditure, and expand market base. Oversaw company-wide change management to streamline procedures and integrate digital marketing initiatives for wider audience reach. Engaged with clients to acquire feedback on campaign efficiency, supervised team performance, compiled progress reports, and research marketing trends. Developed integrated strategies to promote brand and increase profit. Secured new business through active networking & prospecting at trade shows and initiating communication with prospective clients.

Key Achievements:

- Streamlined operational processes and reduced headcount, resulting in increased business profits.
- Initiated development of diverse products & services by enabling branch self-sufficiency through campaigns, promotional activities, and expenditure management methods to boost revenue.
- Introduced programme to promote new managers from within company, resulting in significantly improved leadership structure and employee motivation.

Focuz Computers, Kerala
Branch Manager

2011 – 2013

Headed cross-functional team through operational activities to ensure optimised branch management and client satisfaction. Implemented strategies to enhance customer loyalty, expand customer base, and increase profit margins. Compiled regular reports on financial data and collaborated with management teams to implement strategic plans. Processed customer loan proposals, identified business growth opportunities, and introduced risk management strategies to protect company assets. Supervised skilled teams and promoted personal development to improve overall performance and customer satisfaction. Resolved conflicts, conducted performance evaluations, recruited employees, and facilitated training for company procedures and policies.

Key Achievement:

- Introduced customer incentive programmes to enhance customer loyalty and increase revenue.

Additional Experience

Personal Section Head, Archirodon Construction (International), Qatar, Oman, & UAE

Sales Manager, Hypertech Systems, Kerala

Senior Service Engineer, Bright Systems, Kerala

Service Engineer & Instructor, UIIT, Kerala

Education

Master of Business Administration (MBA) in Sales Management

Indian School of Management & Studies, Mumbai, India

Engineering Diploma in Computer Hardware Maintenance

Govt. Polytechnic, Trivandrum, Kerala

Certifications

Completed ISO Internal Auditor Training Course

Languages

English, Fluent

Malayalam, Native

Hindi, Fluent