



**NAVEEN
SUDHAKARAN**



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MBA
Marketing & Operations
School of Communications and
Management Studies, India
2004.

B. Tech
**Electrical & Electronics
Engineering**
Calicut University, India
2001.

SALES, MARKETING AND OPERATIONS PROFESSIONAL

Successful and Enterprising Professional with a wealth of **transferable skills** gained in varied sectors. Possesses a **commitment to delivering customer service excellence** and a reputation for ensuring complete customer satisfaction. Able to **Maximise profits and reduce costs** by analysing trends and implementing processes that are more efficient. Having **15 + years’ experience** in **Business Development, Sales, Marketing, Product, Logistics, and Operations** with **B2C and B2B exposure** in **IT, Automotive, Retail, Telecom, F & B, and Office Automation industries** in the Middle East and India

COMPETENCIES

- Strategic planning
- Marketing
- Negotiation
- Multi-Cultural Team Leadership
- Business Development
- Operations
- Financial Management
- Performance Management
- Sales
- Logistics Management
- Training & Coaching

PROFESSIONAL EXPERIENCE

- ❖ **DIGITALLY NUTS – (Oman/India)**
Corporate Profile: *Digital Marketing Agency, with clients in India and Oman, specializing in Social Media Management, SEO, Website design, Hosting etc.*
 - **Business Manager – Oman (Apr 2018 to Present)**
 - Business Development & Maintaining relationships with customers
 - Cold calling to arrange meetings with potential customers for new business
 - Gathering market and customer information
 - Negotiating on price, costs, delivery and specifications with buyers and managers
 - Coordinating with Proposal team and delivering the proposal within timeline to customers
 - Maintaining quality service by establishing and enforcing organization standards.
- ❖ **VAGO E COMMERCE (Direct Software LLC) – Muscat/Oman**
Corporate Profile: *E-commerce and Online Platform Specialist, with wide variety of Online and App based Consumer platforms including CityVago, OrderVago, TopupVago, WalletVago*
 - **Marketing Manager (Sep 2017 – Sep 2019)**
 - Responsible for Business Development and Marketing of All VagoEComm Products
 - Gather Client Requirements and Accurately convey to Development Team
 - Customer Acquisition, Client Support, Client Retention. Communicating new Product developments to prospective clients
 - Input to Management for New Product Development, Market Feasibility Study, POC Development, Demos and Presentations etc.
 - Overseeing the Development of all marketing literature including Social Media Management, Website development and Digital Marketing
- ❖ **INTERNATIONAL HEAVY EQUIPMENT LLC (Zubair Auto Group)- Muscat/Oman**
Corporate Profile: *Distributors for Leading commercial and industrial Brands like Renault Trucks, Volvo trucks & buses, Kobelco, Putzmeister, Bobcat etc. Catering to construction, oil field, mining, and infrastructure industries.*



COURSES & CERTIFICATION

- Finance for non-finance Managers
- Strategic Sales Management
- Coaching Skills
- Fire Warden course

IT SKILLS: Conversant with MS Office, Autoline, ERP systems, Social Media Management, Digital Marketing, RPA etc.



LANGUAGES: English, Hindi, Malayalam (Read, write, speak) Arabic (Speak)



DATE OF BIRTH: 3rd December 1979



PASSPORT: J 3527970 Valid up to 16/08/2020



DRIVING LICENSE: OMAN valid till 2026

- **Brand Manager- Renault Trucks (Sep. 2014 to August 2017)**
 - Develop and implement a comprehensive strategy, Department Budget, business plan for brand management and sales of Renault Trucks in Oman
 - Established both monthly and annual sales objectives for the brand in line with Company's overall sales targets.
 - Set sales targets and direct sales operations so that agreed targets and objectives for the brand, locations and sales channels are achieved. Monitor sales process (aspects such as customer contact and reception, clarification of need, identification of prospect, follow-up on initial contact, final closure of sale and quality of sales documentation) to ensure quality in the entire process.
 - Establish and ensure the implementation of pricing and stocking policies which will achieve the profitability objectives of the brand. Ensure effective sharing of best practices and knowledge within the sales function and across the different branches.
 - Supervise the product executive in managing end-to-end logistics processes, in coordination with the Logistics and Warehouse functions at the corporate, ensuring continued visibility on shipments and accurate and timely distribution to showrooms. Ensure optimal levels of stock at all times to both minimize stock-outs and excess stock
 - Develop and implement marketing plans and campaigns for the brand to support the sales objectives effectively in line with the guidelines of the Corporate Marketing & Communications as well as the brand guidelines of the Principal.
 - Develop and execute appropriate ATL / BTL / Through-The-Line communication initiatives for the brand and ensure optimum ROI; Plan and execute new product launches in accordance with the brand and budgetary guidelines
 - Develop and Manage the Digital Presence of the brand including Social Media Management, Websites, Blogs, SEO, etc.
 - Establish and maintain strong working relationships with Principal, ensuring that the brand operates within specified brand-specific requirements and standards, as well as ensuring compliance with any business performance reporting requirements
 - Provide leadership and direction to subordinates towards the achievement of goals and objectives.
 - Guide and motivate subordinates to enhance performance and produce quality work and ensure that they are continuously developed for higher level roles.
 - Identify, manage, and ensure product specific functional training is administered for the employees within the brand sales function.

❖ ZUBAIR AUTOMOTIVE GROUP LLC - Muscat/Oman

- **Sales, Marketing & Operations Manager (Apr. 2010 to Aug. 2014)**
 - Sales, Marketing and Operations Head for lifestyle brands – Yamaha and BRP, including Sales, Parts and after sales.

❖ GRAPHIC INTERNATIONAL CENTER LLC - (Presently SITCO LLC) Muscat/Oman

- **Product and Marketing Manager (Mar. 2007 to Mar. 2010)**
 - Product, purchase, planning, logistics and marketing head for all products

❖ AFRICAN + EASTERN LLC - Dubai/UAE and Muscat/Oman

- **Retail Coordinator (June 2005 to Feb. 2007)**
 - Co-ordinate all retail activities including stocking, pricing, sales, marketing, HR, and CRM for 5 retail outlets

❖ RELIANCE INFOCOMM (Presently Reliance Communications) Kerala/India

- **Sales and Marketing Executive (Apr. 2004 to May 2005)**
 - Responsible for Primary, secondary, tertiary sales and marketing of prepaid products through two Distributors and their resources



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