**CURRICULUM VITAE**

A Shabbir Ahmed  
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Marketing professional with over 32 years of experience in

1. Direct Sales Management 2. Dealer Sales Management
2. Project Management 4. Operations Management

Industries - Capital equipment, Networking and IT Storage Solutions, Industrial equipment and Finance.

Markets -Tamil Nadu, Karnataka, Kerala and Andhra Pradesh

**Personal Information**

Date of birth 10 May 1963  
  
Education BSc Chemistry, University of Madras  
 May 1984  
   
 PGDBA, Annamalai University  
 January 1986  
  
Languages known Arabic, Tamil, English, Kannada, Hindi and French   
   
Working knowledge of computers  
  
Extra-curricular activities NCC, Philately, Social welfare activities  
  
Hobbies Photography, Reading, Gardening, Travelling and Music

**Training Programs Undergone**  
1. Sales Management Program conducted by   
 **Chiltern Consultancy International, United Kingdom**2. Managerial effectiveness program  
  
3. Selling skills program  
  
4. Leadership Through Quality program  
  
5. Effective selling in the field program

**Achievements**  
  
Won many incentive trips abroad for over-achievement of business plan.

**Work Experience**

**October 2014 to Present**

Head – Strategic Business Unit

Micronova Impex Pvt Ltd

(Premium Partner for Canon Office Imaging Systems of Japan, Distributor for Schneider Electric Networking Connectivity Solutions of France and Conteg IT Storage Systems of Czech Republic)

Bangalore

**Responsibilities**

Heading the Business Unit and Operations of these OEMs for the State of Karnataka.

Implementation of Business Policies, Market Penetration and Market Share improvement strategies.

Management of Sales and Service, Revenue Generation, Inventory, Profitability and Logistics

Development of Systems Integrators and Clients and ensuring their satisfaction of products and services.

Organising Customer Meets, Product Seminars and Exhibitions and exploring new avenues for promotion of products and services.

Close interaction with various departments of the OEMs with respect to MOU and Contracts.

Modalities of Business conduct, Strategy and Training and thereby ensuring smooth flow of information between various functions and implementation of action plan and establishment of rapport.

**March 2012 to September 2014**

Senior Marketing Head

Arowana Products and Services Pvt Ltd

(South India Distributor for Trotec Laser Machines of Austria)

Bangalore

**Responsibilities**

Heading the Project and Business Operations for the States of Karnataka, Tamilnadu, Kerala and Andhra Pradesh.

Implementation of Business Policies, Market Penetration and Market Share improvement strategies.

Development of Distributors and Clients and ensuring their Satisfaction of products and services.

Revenue Capture, Organising Customer Meets, Product Seminars and Exhibitions and exploring new avenues for promotion of products and services.

Close interaction with various departments of the OEM with respect to MOU, Contracts, Modalities of Business conduct, Strategy and Training and Clients and thereby ensuring smooth flow of information between various functions and implementation of action plan and establishment of rapport.

**August 2010 to February 2012**

State Manager - Karnataka

Positron Elektrowerk and Design Solutions Pvt Ltd

(Kraft Sales and Services India Ltd)

(National Distributor for AEG, Milwaukee Power Tools of Germany)

Bangalore

**Responsibilities**

Heading Regional Operations for the State of Karnataka.

Implementation of Business Policies, Market Penetration and Market Share improvement strategies.

Development of Channel Partners, Sub-Dealers and End Users and ensuring their adherence to the system and ensuring their Satisfaction of products and services.

Revenue Capture, Organising Customer/Sub-Dealer Meets, Product Seminars, Service Camps and Exhibitions and exploring new avenues for promotion of products and services.

**August 2009 to July 2010**

Sales Manager

Di Techno Machinery and Equipment Pvt Ltd

(South India Distributor for Makita Power Tools of Japan)

Bangalore

**Responsibilities**

Heading Sales Operations for the four Southern States – Karnataka, Tamil Nadu,

Andhra Pradesh and Kerala

Corporate Planning, Formulation and Implementation of Business Policies, Market Penetration and Market Share improvement strategies.

Development of Channel Partners, Sub-Dealers and End Users and ensuring their adherence to the system and ensuring their Satisfaction of products and services.

Revenue Capture, Organising Customer/Sub-Dealer Meets, Product Seminars, Service Camps and Exhibitions and exploring new avenues for promotion of products and services.

Close interaction with various departments of OEM (Makita Power Tools), Distributor, sub-dealers and end users and thereby ensuring smooth flow of information between various functions and implementation of action plan and establishment of rapport.

**April 2001 to July 2009**

Financial Consultant

IRDA and AMFI certified consultant for Mutual Funds and Insurance products

**September 1999 to March 2001**  
Senior Manager - Direct Sales,  
Arvind Mills Ltd. Telecom Division.

Chennai   
  
**Responsibilities**Induction, training, development, counselling, feedback of team members  
  
Development of key market segments, co-ordination with cross-functions, HO and marketing, branch activities, streamlining of documentation, systems and procedures, monitoring and review  
  
Issue resolution, cost-control, revenue capture

Customer maintenance and market share improvement

**July 1998 to August 1999**

Independant enterprise

**July 1994 to June 1998**  
Sales Manager  
RPG Ricoh Ltd  
Chennai

**Responsibilities**  
Induction, training, development, counselling, feedback of team members  
  
Development of key market segments, co-ordination with cross-functions, HO and marketing, branch activities, streamlining of documentation, systems and procedures, monitoring and review  
  
Issue resolution, cost-control, revenue capture  
  
Customer maintenance and market share improvement

**May 1989 to June 1994**  
Senior Territory Manager  
Modi Xerox Ltd  
Coimbatore  
  
**Responsibilities**  
Development of urban/rural markets  
  
Development of major business segments  
  
Development of Customer care team  
  
Development of Tiruppur export town into a major business segment

**July 1986 to April 1989**Sales Executive  
Pertech Computers Ltd  
Coimbatore  
  
**Responsibilites**  
Development of urban/rural markets  
  
Development of major business segments  
  
Co-ordination with cross-functions and regional office