



PAVANKUMAR.G

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~ Senior Management Professional ~

~ Sales & Marketing ~ Business Development ~ P & L Management ~

PROFILE SUMMARY

- Result-oriented professional with 20.5 years of experience in Strategic Planning, Sales & Marketing, Business Development, Shipping Operations, Logistics, Warehousing, Client Relationship Management, Statutory Compliance and People Management in various ports like Vizag, Krishnapatnam, Gangavaram and Kakinada
- Skilled in initiating & developing relationships with key decision-makers in target organizations for business development
- Expertise in managing port operations & business development with profitability, forecasting monthly/ annual sales targets, & executing them in a given time frame
- Pivotal in managing container lines for services, freight regular vessel schedules & inventory status
- Hands-on experience in creating and sustaining a dynamic environment that fosters the development opportunities and motivates the high performance amongst the team members
- Proficient in collaborating with various port users and traders on berth allotment, vessel’s planning, operational planning and so on
- An enterprising leader with skills in leading personnel towards accomplishment of common goals

SKILL SET

Sales & Marketing
Business Development
P & L Management

Port Management
Budgeting
Key Account Management

Team Management
Performance Management
Shipping Documentation

WORK EXPERIENCE

Presently working as Head-sales at VPLPL (Visakhapatnam port logistics park limited (A jv of VPT & Balmerlawrie) FEB 2020 on wards.

Heading multimodal logistics hub closed warehouse open yard and cold storage.

April 16 to FEB 2020 with AS SHIPPING AGENCIES PVT LTD (GREENWAYS GROUP)
AS A General Manager CUM BRANCH HEAD VIZAG

Role:

- Play a key role in heading Vizag branch port operations for break bulk and containers terminal and cfs wherein overseeing the Granite export operations & other shipments of bulk as well as containers
- Carrying out business development of Greenways group across India.
- Acknowledged for introducing Agri product shipments to the vertical of the organization
- Monitoring rice shipments and visited all major cities in India for marketing Greenways group.

Highlights:

- Successfully expanded sales by 45% through innovative selling techniques such as relationship marketing
- Efficiently amplified customer base by 57% through maintaining effective relationships, exhibitions & corporate gifts , negotiations fixing up and reviving easing credit policies
- Pivotaly created a new system for generating sales leads which was implemented across the organisation and resulted in a 45% improvement in sales performance
- Holds the distinction of augmenting revenue by 45%and market share by 50% through the implementation of BIT be in touch strategies

Dec’10 to Mar’16 with Krishnapatnam Port Company Ltd., Krishnapatnam Port
Senior Regional Manager – Marketing

Role:

- Managed containers business from 2013
- Instituted average 3000 Teus mainly cement, rice and shrimp
- Monitored containers business development for export including:

- o Rice, Maize, Cement, Granite Tiles, Tobacco.
- o Coffee, Minerals, Chillies, Cotton
- o Reefer – Shrimp
- Supervised containers business development import including:
 - o Timber logs, waste paper, black mat pee, machinery, raw cashew and so on
 - o MAERSK, MSC, CMA CGM, HMM, APL, Hanjin Smartmarine PIL SCI and so on
- Liaised with:
 - o Container lines to promote Business Development at Krishnapatnam Port
 - o Container cargo shippers & CHAs for projecting cargo every fortnight
- Made sure achievement in KPCT filled direct VSL to Cotunou with 1200 teus
- Contributed towards setting up the marketing desk in Hyderabad, Hospet, Bangalore, Chennai and Vizag
- Regulated attainment of 6 lac Mt per month target for last FY exceeding the target of 30 Lac Mt to 80 Lac Mt
- Added USTPL & OCTL steel shipments to Krishnapatnam Port
- Productively supervised corporate i.e. JSW, Kirloskar Kalayani Steels, MCF, BMMispat, MSPL, Janaki Steels, Nobel Resources and so on
- Organized fleet owners meet at the port
- Conducted market survey for the container business at Hyderabad, Chennai, Vizag, Bangalore and surrounding areas
- Brought all the major Iron Ore exporter of Karnataka region to perform through KPCL
- Made MCF to explore the possibilities of Andhra Market through KPCL and made them to use our port as the gateway in the east coast business of them
- Used KPCL as a gateway port for ILKAL granite exporters

Highlights:

- Track record of bringing more than 17 million ton bulk cargo business per year to the port as Manager (Marketing) & monitored several operations
- Played a key role by entering a long term coal for contract with BMM Ispat, Simhapuri, Meenakshi and Sathavahana
- Successfully sealed the deal with JSW Steels
- Actively performed as Brand Ambassador for the organization
- Attained Best Manager Award

PREVIOUS WORK EXPERIENCE

Sep'07 to Nov'10 with Seaways Shipping Limited, Vizag
Senior Manager - Operations and Marketing

Sep'99 to Aug'07 with CHPW Pool Subsidiary of Dock Labour Board, Vishakapatnam Port Trust
Operations Manager

May'97 to Aug'99 with Taj Residency, Vizag
Senior Airport Executive

May'96 to Apr'97 with Hotel Green Park, Vizag
Executive – Sales

TRAININGS ATTENDED

- Man Management
- CRM Oracle & Sales Force Training

SEMINARS

- Coal
- Iron ore
- Logistics infrastructures
- DGFT >

COMMODITIES MANAGED

In bulk and Containers:

- | | | |
|---------------------|--------------------|---------------------|
| • Coal & Steam Coal | • Iron Ore | • Sugar & Maize |
| • Thermal Coal | • Lime Stone | • Fertilizers, Urea |
| • Met Coke | • Granite | • Potash |
| • Pet Coke | • HR Coils & Slabs | • Rock Phosphate |
| • Anthracite Coal | • Machinery | • Steel Tubes |

- Aluminium Ingots
- Project Cargo & General Cargo
- Minerals
- Cement & Clinker

ACADEMIC PROJECT

Organization: Steel Authority of India Limited, Rourkela Steel Plant
Title: Effective Distribution of Sona & Raja by Steel Authority of India Limited
Duration: 2 Months
Description: Fertilizer Movement

ACADEMIC DETAILS

1994 **MBA in Marketing & International Business Environment from Indian Institute of Advanced Management (IIAM), Vizag (AU), Andhra university**
1992 **B.Com. from Sri Sathya Sai Institute of Higher Learning, Bangalore Sathya Sai University (Deemed), Puttaparthi**
1995 **Diploma in Hotel Management from Trade Wings, Vizag, (AU)**

IT SKILLS

- MS DOS and Windows 98/ NT
- Application Software: MS Office 2000, 2000, XP, MS Excel, PPT
- Sales Force
- Internet Applications

EXTRACURRICULAR ACTIVITY

- Associated with Satya Sai Seva Samiti and its activities since 1992

PERSONAL DETAILS

Date of Birth: 22nd May 1972
Permanent Address: Plot No. 8, Door No. 14/1, Prasadnagar Pendurthy Vizag 530071
Languages Known: English, Hindi and Telugu