



ABU SUHAIR. K. E

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OBJECTIVE

Seeking a good level positions in the areas of Sales & Marketing, Operations, Business Development and Customer Relations with an organisation of high repute

PROFILE SUMMARY

- Academically Brilliant and professionally with outstanding experience in Sales & Marketing, Business Development, and Client Relationship Management
- Fair knowledge of handling all sales, marketing and business development activities, analysing market trends & establishing healthy & prolonged business relations with clients
- Exposure in conducting market survey, analysing competitors trend, strategy, selecting potential dealers, planning sales promotional incentive scheme and achieving targets
- An effective communicator with excellent relationship building & interpersonal skills



CORE COMPETENCIES

- Driving efforts to match corporate goals, short-term and long-term budgets and developing business plans for the achievement of these goals
- Carrying out sales operations with focus on achieving predefined sales target and growth
- Exploring business potential, opportunities & clientele to secure profitable business volumes
- Identifying and networking with clients and generating business from existing accounts to increase sales growth
- Managing customer centric operations and ensuring customer satisfaction by achieving delivery timelines & service quality norms



FULL – TIME EXPERIENCE

February 2022 – Present: Indiga Solid Surface, Rak – UAE – Sales Executive

An ISO 9001:2015 Solid Surface Manufacturing and fabrication Company

- A well planned market research to find out potential clients and evaluate customer needs
- Actively seek out new sales opportunities through cold calling, networking and by business social media platforms.
- Forecast sales and develop sales strategies and models
- Prepare and develop appropriate presentation on products with samples and color codes
- Develop and maintaining strong relationship with logistics and operations team which allows me for clear communications and productive engagements
- Maintain knowledge of complete solid surface of Indiga

April 2018 – Sept. 2021 Bureau for Accountancy & Audit Services LLC, UAE – Marketing Representative *Accounting Firm*

- Develop and prepare potential customer data base to the sales team
- Achieve the sales target within assigned territory
- Develop and execute strategic plan with sales team to expand customer base
- Build and maintain strong customer relationship with sales team
- Communicate with clients to understand their business needs, objectives and customer behavior
- Continues updates on client's data base to monitor sales issues
- Monitor competition inform of acquisitions, pricing changes and new products and features

March 2016 – March 2018: Al Rumooz Trading LLC, UAE - Sales Executive

Commercial Kitchen equipment, Bakery, Super Market & Laundry equipment Trading Company

- Identifying, researching and targeting new business prospects with marketing communication
- Liaising with new and existing clients over the phone and meeting them face to face.
- Gaining new appointments from hot and cold leads.
- Managing and maintaining databases of potential clients.
- Developing strong working relationships with prospective new clients
- Producing monthly pipeline reports for Management purposes.
- Selling the company services via telephone, online and also in the field.
- Providing support to the sales and marketing team through additional activities.

September 2014 – February 2016: Atlanta Instrumentation & Oilfield Services - Marketing Executive

An ISO 9001:2008 & TUV SUD approved testing, instrumentation & calibration Service Company

- Developed a clear, detailed and repeatable products, services and collateral knowledge
- Ability to deliver solution-based services and products to the right customer what expect, with the proof of concept which meet customer business requirements
- Provide and explain the features and benefits of the services and products by technical presentation, by comparing to the current competitor's product service
- Increase customers by networking in oil & gas, power station, engineering, contracting field
- Build and maintain technical support with customers from technical issues which arises during sales
- Find new project base works related oil field services
- Quick and respective response to RFP & RFI

EDUCATION

2011:2013 Master of Business Administration (MBA)

From P.S.G. Institute of Management - Coimbatore affiliated to University of Toledo (United States of America) in Marketing

Electives: Strategic Brand Management, Customer Relation Marketing, Integrated Marketing Communication. *Key area/s of interest:* Strategic Brand Management

2008:2011 B.COM with Corporate Secretaryship completed from Dr.G.R.Damodaran College of Arts and Science, Coimbatore - Bharathiar University.

Electives: Corporate Law, Investment Management, Industrial Law

2009:2010 DIPLOMA in Banking and Insurance Completed from G.R.D College of Arts and Science, Coimbatore - Bharathiar University.



RESEARCH PROJECTS

M.B.A: Undertook a Research and Study on Customer Satisfaction in chain market - Big Bazaar in Chennai

- The research helped to collect information about the view of customer against quality & price
- Customer satisfaction upon products & services
- Way of ideas used to improve customers

Undertook a Research Analysis on Consumer's Purchase Intentions in Fast Food Restaurants

- Conducted a study on quality of foods and personalized services of fast-food restaurant
- Customer Satisfaction and customer's value & view upon fast food
- View of fast-food prices in customer assessment

B. Com: Three weeks' internship at Gangotri Textile Ltd. Coimbatore

- Experienced and learned yarn field sector and segments
- Learned about quality check in the production and also export procedure

TECHNICAL FORTE

- Well versed with MS Office, Accounting Package (Tally), Adobe Photoshop, Adobe Lightroom.

PERSONAL INFORMATION

Gender, Age & Date of Birth	:	Male, 32 Years, 09/04/1990
Languages Known	:	English, Malayalam, Hindi and Tamil
Nationality	:	India
Passport No	:	U2752774 Valid up to 14/01/2031
Visa Details	:	Employment Visa
Driving License	:	U.A.E. Light Vehicle (Manual)