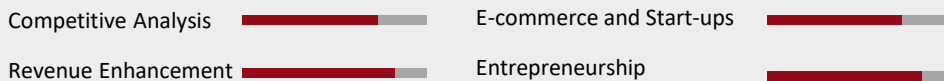


Sameer Asif

To work in an esteemed organization by constructively applying my gained knowledge, enabling the organization to meet its sophisticated and diversified needs. To achieve pre-determined objectives as well as client satisfaction.

Skills Portfolio



Team Leader and People Management Skills | International Client Relationship Management
Quick Learner and ability to manage a team | Aggressive Marketing Techniques | Applying Innovative Ideas | Problem solving and Interpersonal skills | Analysis of various market conditions | Implementation of new practices | Interaction with major clients for business development | Advertising and Online Marketing

Qualification

- **Executive M.B.A. with specialization in International Business** | Loyola Institute of Business Administration | LIBA Loyola College, Chennai
- **B.B.A. (Bachelor of Business Administration)** | University of Madras, Chennai

Competency

- Fast Learner and a Hard Worker.
- Easily Adaptable.
- Organized and well structured at work.
- Committed to deadlines and schedules.
- Honest and Sincere to perform duties with a high level of Integrity.

Achievements

Adventure Sports, Reading books, Listening to Music, Making friends and socializing with new people. Analyzing new technologies with a focus on green energy as well as cloud computing.

Worked on "On Demand Hydrogen generation project" for production of clean and reliable source of green energy with Reddy Hydergy India Private Limited based in Chennai in the year 2013. Was involved in Business Development of this new technology with Dr.A.V.K.Reddy, a world renowned scientist who invented and patented this technology for the first time in the world. Jointly showcased this technology at Institute of Engineers, Hyderabad inaugurated by the Honorable Finance Minister, Government of Andhra Pradesh followed by a press conference. Successfully demonstrated this green power generation technology to Indian Oil Corporation and many other industry majors for a proposed Joint venture for commercialization of this technology

Personal Details

- Date of Birth : 13th April,1982
- Sex : Male
- Marital Status : Single
- Nationality : Indian
- Languages known : English, Hindi, Tamil, Telugu and Urdu
- Address : No. 22/55, Venugopal Swamy Koil Street, Perambur. Chennai – 600 011



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Chennai, India

Career Timeline

- **Sep 2018 - Current**
General Manager For Business Development And Client Engagement
Hydergy Projects Private Limited
- **Aug 2016 - Aug 2018**
General Manager For Sales, Marketing And Customer Relations
Arco Silk International Private Limited
- **Oct 2015 - July 2016**
Area Sales Manager
Zomato Media Private Limited
Chennai
- **Jan 2012 - Sep 2015**
General Manager For Business Development And Public Relations
Emerald Infra Projects Bangalore
- **Nov 2006 - Dec 2011**
Assistant General Manager For Business Development
Knr Infrastructure Projects Private Limited, Hyderabad
- **June 2004 - October 2006**
Area Distributor
Elken India International Private Limited, Chennai
- **Sep 2003 - May 2004**
Assistant Manager For Operations And Marketing
Cargo Plus Aviation Private Limited, Chennai
- **Sep 2003 - May 2004**
Marketing Officer
Skysea Freight Services Private Limited



General Manager for Business Development and Client Engagement

HYDERGY PROJECTS PRIVATE LIMITED

September 2018 till date

Hydergy Projects Private Limited is a global startup company focused on the sourcing and supply of organic food products to the retail and wholesale clients in India and the Middle east. The company is into export of commodities like Food grains, Nuts, Spices and Dry fruits to various international markets. The company is also focusing on renewable energy and building green technology products in their R&D unit by a team of eminent scientists to launch various energy efficient solutions for industries worldwide.

Being part of the founders team in charge of Business Development and Client Engagement, I have to take responsibility of Procurement, Sales, Marketing and Retail functions by formulating appropriate growth strategies and driving the team to meet and exceed business goals of the company. Managing and driving the green energy business concept by showcasing the products in events and conferences pan India.

Job Responsibilities:

- To lead and oversee the development and growth of profitable new international business, while cultivating key relationships to support sustainable growth in commercial business lines
- To strengthen and grow client and partner relationships and maintain surveillance on market conditions, emerging opportunities and risks
- Responsible for strategic and operational oversight in the international market and commercial business lines, ensuring business development activities are delivered in accordance with the organization's strategy
- To develop and grow the Committed Savings Model - Energy business to meet the targeted Revenue & Gross Margin plan of Hydergy
- Develop and continuously grow our Energy Solutions business targeting at both existing and new customer base in the designated territories through effective business strategies and tactical action plans without compromising on our service business sustainability and quality of earnings.
- Ensure optimized market coverage through a balance of direct sales, efficient contractor and retail management as well as internal partnership with other line of businesses
- Lead the assigned team of Sales and client engagement personnel in providing distinctive sales & service offerings to satisfy internal and external customers' needs and ensure that their conducts conform to our values
- Actively explore new opportunities while ensuring the retention of our existing customer base through strong teamwork, proactive customer visits and customer relationship building.
- Deliver the planned secured orders, revenue and profitability of organic food product and expand the energy business model globally
- Conduct in-depth market research to qualify developing business opportunities; leverages industry contacts for strategic intelligence; and assesses the viability of potential future proposal efforts, business partnerships or project opportunities.
- Collaborate with the human resource team to source key personnel and contingent hires in conjunction with proposal efforts. Contributes to the development of policies and procedures to enhance the company's business development and recruiting practices
- Formulate the annual business plan of Hydergy along with the founders for effective revenue generation
- Identify and establish successor program and the development plan for each team personnel to maximize their sales competency and potential
- Mentoring the team on client engagement and upselling/cross selling the account to ensure that the client establishes a long standing relationship with Hydergy.

General Manager for Sales, Marketing and Customer Relations

ARTCO SILK INTERNATIONAL PRIVATE LIMITED

August 2016 till August 2018

Artco Silk Private Limited is a company engaged in spinning, dyeing, weaving and finishing various kinds of fabrics. The Company offers fabrics and accessories to the global furnishings and fashion trades. It designs and manufactures a range of silks, velvets, damasks, embroideries, weaves and sheers. The Company's products include leather gloves, silk fabrics and cotton yarn. The Company operates in two divisions, which include an export oriented unit (EOU) at Bangalore, Karnataka, which is engaged in manufacturing Silk and an Exports Division which exports industrial leather hand gloves, silk and cotton fabrics, and made-ups manufactured on handloom, among others to buyers in various countries.

As the Head of the International Sales, I have to take ownership of Operations, Sales, Marketing and Development functions by formulating appropriate strategies and driving the business operations to meet and exceed business goals of the Division. Handling Operational activities of the organization to exceed benchmarks.

Job Responsibilities:

- Securing high value deals from reputed international buyers for export
- Preparation of annual business plan to ensure delivery against objectives
- Liaising with a wide range of external and internal partners across different levels domestically and internationally as necessary, including lobbying at state and national level.
- Providing the tools, guidance and training required by the team to enable them to deliver a professional and tailored approach to each individual's needs. Handling a team of managers to enhance business opportunities and to achieve organisational excellence.
- Ensuring excellent customer service in line with organisational policy. Responding quickly and clearly to client request as well as achieving overall client satisfaction
- Maintain network, build and develop relationship with key clients and high net worth industry contacts. Planning, attending conferences and meetings to promote our services and develop contacts to enhance our business
- In charge of International Marketing and Branding related activities
- Managing of banking related activities and approvals

- Coordination with Production and Procurement departments for timely deliveries and Quality checks as per buyer requirements
- Client Management and retention of high net worth buyers
- Oversee Banking operations including LC documentation & Transaction follow up
- Incharge of Export Products Inspection, Export Order Execution and Bill of lading Approval.
- Responsible for the performance and operational delivery of the organisation
- Full responsibility for the organisations budget to ensure 100% delivery including monthly reviews and annual progression

Area Sales Manager

ZOMATO MEDIA PRIVATE LIMITED

Oct 2015 till July 2016

Zomato is a global restaurant search and discovery platform, providing in-depth information for over 1 million restaurants across 23 countries. Zomato is funded by 4 investors namely Infoedge, Sequoia India, Vy Capital and Tamasek holdings. Zomato is valued approximately at 1 Billion USD. Zomato is used by consumers globally to discover, rate, and review restaurants, as well as create their own personal networks of fellow food enthusiasts for trusted recommendations. In addition to restaurant search and discovery. Zomato has expanded its offering creating cutting-edge technology to connect restaurant businesses and customers in ways that will revolutionise the restaurant industry.

Expertise in Ad sales, handling strategic accounts, sales training, sales recruitment and managing large sales teams. Successfully leading a team of 25 sales managers & key account managers and made it the highest market penetrating city globally for Zomato Media.

- Ensure and maintain the financial health of Chennai city.
- Managing the revenue for a business vertical in the market including all related strategy, planning, execution and operations to meet and exceed targets on time and budget.
- Allocating leads, tracking, mentoring and monitoring the work of each Sales Manager along with ensuring the efficiency and effectiveness of their work.
- Maintaining Area Reports which include revenue numbers, payment collections and evaluation of team performance.
- Allocating targets and calculating incentives for the sales team.
- Hiring and retaining sales employees for Chennai.
- Acquiring and managing critical client accounts which have higher degree of complexity in terms of client servicing
- Guiding the team on servicing the client and managing the account to ensure that the client establishes a long standing relationship with Zomato.

Job responsibilities

- Managing the team for end-to-end client relationships including pitching, negotiation, contracting, billing / invoicing, payment collection and troubleshooting.
- Recruiting, building, and leading a sales team - driving recruitment, training and mentoring of team members to ensure individual growth in addition to growth of the business vertical.
- Sustaining and growing revenue by new client acquisitions, renewing existing clients, and identifying new business development opportunities.
- Formulating targets and incentive plans for the sales team in line with operating plans.
- Helping merchants to grow and build a loyal consumer base for themselves.
- Ensure quality, consistency and local effectiveness of product sales and merchant marketing.
- Ensure excellence in overall operations of business unit.
- Handling more than 550 Clients including high value accounts of Zomato Chennai.
- Heading a 25 members team including Sales Managers, Senior Sales Managers, Key Account Manager, Strategic Accounts Managers and Sales Operation Managers.
- Strategy setting and implementation for diversifying the business into new market verticals.
- Development of Performance Review Process that was not addressed previously.
- Guiding the Ad Sales acquisition team of a critical zone in the city to meet the Revenue Targets by developing Sales Strategies, which include Lead Sourcing, Allocation and Prioritization.
- Conducting periodic sales training for the team as well as on field training, and meeting key clients to drive closures and thereby generating added revenue.

General Manager for Business Development and Public Relations

EMERALD INFRA PROJECTS, BANGALORE

January 2012 till September 2015

Responsible for trading with commodities namely Iron ore, Coal and also Chartering of Vessel for clients. Also experienced in Infrastructure business and was involved during the negotiation process of Real estate projects for Land development and successfully completed a few joint venture projects.

- Completed Construction of Commercial and Residential projects pan india.
- Supplying of Slag Sand to reputed builders for construction.
- Dealing with export of iron ore to china.
- Secured United States Four Million Dollar iron ore export order for partner company "Ananth Gas Service, Andhra Pradesh" from Chinese buyer after marketing iron ore overseas and negotiating the price with buyer.
- In the process of negotiating many other iron ore deals for supply of various grade iron ore fines with prospective overseas buyers.
- Successfully exporting Indian high grade iron ore every two to three months.
- Trading with Indian power companies and other buyers for supply of Indonesian and South African coal.
- Successfully importing Indonesian coal as per the buyer's requirement.
- Acquiring mines on lease and signing joint venture mining contracts.

Job Responsibilities

- Maintaining client relations with national and international clients.
- Experience in successfully concluding deals for various business projects on behalf of the management.
- Handling a team of dedicated staff and managers.

Assistant General Manager for Business Development

KNR INFRASTRUCTURE PROJECTS PRIVATE LIMITED, HYDERABAD

November 2006 till December 2011

- Effectively ensured quality control measures to supply the right grade iron ore fines.
- Secured the order for export of iron ore to China with a shipment value of United States Seven Million Dollars and successfully completed the shipment.
- Experienced in international trading with commodities and also Chartering of Vessel for clients.
- Experienced in Real estate business and was involved during the negotiation process of Real estate projects for Land development and successfully completed a few joint venture projects.
- Handled high profile clients both domestic as well as overseas.
- Successfully established overseas business partnership.
- Was responsible for the company acquiring its own iron ore mines in Orissa for high grade iron ore fines and Goa for low grade iron ore fines.

Job Responsibilities

- Responsible for negotiating with potential clients.
- Competing with strong competitor's in the market for acquiring orders for export of commodities which mainly are Iron ore and Coal.
- Securing new contracts for import and export of commodities.
- Trading with international vendors.

Worked as Area Distributor

ELKEN INDIA INTERNATIONAL PRIVATE LIMITED

2004 till October 2006

- Successfully marketed and secured bulk orders for supplying Bio-Nutritional Health care food supplements for terminally ill patients to various hospitals in Chennai.
- Experienced in marketing of products and co-ordination with various health care specialists for promoting our company product.
- Successfully marketed and introduced our products in various hospitals and health care providers in Tamilnadu and Andhra Pradesh.
- Maintaining client relationship and networking with various hospitals across India and also establishing network in reputed hospitals as well as health care providers overseas.
- Ensuring timely delivery of Products and Quality assurance.

Job Responsibilities

- Promotion of Bio-Nutritional Health care food supplements to hospitals.
- Maintaining timely supply as per demand and periodic Quality checks.
- Ensure product sales and distribution to boost company sales and revenue.
- Generate new business and achieve company sales target

Assistant Manager for Operations and Marketing

Cargo Plus Aviation Private Limited

September 2003 to May 2004.

Cargo Plus Aviation is a cargo airline based in Dubai United Arab Emirates. It operates flights to Asia, Africa and Eastern Europe. The Cargo Plus Aviation fleet consisted of Boeing 707-320C and Douglas DC-8-63F.

- Handled operations of company's Chartered Boeing 737 freighter aircraft.
- Experience in handling freight operations.
- In charge of Airline operations which included Cargo Management at Cargo terminal, Chennai International Airport.
- Secured multiple orders for Air Cargo Shipments from Exporters and Importers.
- Experienced in competing with major airline companies in Air cargo business.
- Achieved maximum sales target.
- Successfully got a long term import order from Reliance Communications for importing mobiles from China.

Job Responsibilities

- Securing new orders for air cargo shipments
- Logistics Management
- Maintaining client relations and to ensure customer satisfaction.
- Acquiring Air Cargo orders and responsible for generating revenue.
- Payment to Airports Authority of India towards airport charges and taxes.
- Payment to Captain and other crew of Chartered aircraft.
- Conducting price checks to ensure competitive pricing for air cargo services
- Ensure timely delivery of shipment to client.
- Clearing Payments
- Dealing with Foreign Exchange transactions
- Maintaining client relationship with Exporters and Importers

- Training and managing subordinates in cargo terminal.
- Contract signing and drafting agreements
- Charter party agreement with aircraft charter companies
- Leasing of aircraft for international cargo operations

Worked as Marketing Officer

Skysea Freight Services Private Limited

June 2001 to August 2003

- Experienced in Transport, Logistics Management and Ship Chartering.
- Successfully chartered 50k metric ton cargo vessel once a month for importer based at Bangladesh for importing wheat, rice and sugar.
- Imported maize to Malaysia for agro industry.

Job Responsibilities

- Marketing of Containers
- Securing Break Bulk shipment orders from Exporters and Importers
- Logistics Management
- Ship Chartering
- Customs Clearing and Freight Forwarding operations