

MANU RADHAKRISHNAN

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PROFILE AT A GLANCE

A dynamic, highly motivated and results driven engineering professional offering 7+ years of international experience in product/sales management of electrical items in Oil & Gas/Commercial/Infrastructure sector. Seeking a challenging role in **Sales / Marketing / Business Development** from a reputed growth oriented firm in **Electrical/Manufacturing sector**.

SKILLS/HIGHLIGHTS

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| ➤ Customer Focus | ➤ Negotiation skills |
| ➤ Meeting Sales goals | ➤ Market Research & Analysis |
| ➤ Time Management | ➤ Drive for results |
| ➤ New Market Penetration / Development | ➤ Team Building |

TRAINING HISTORY

- Attended Ex-Leader Training for CEAG -Cooper Crouse Hinds' products, Eberbach, Germany.
- Attended Masters Club Training for authorized distributors by Eaton-Cooper CrouseHinds, Dubai.
- Successfully completed Hazardous Area Equipment multimedia Course by CORTEM, Italy through online.

EDUCATIONAL CREDENTIALS

- Bachelors Degree in Technology-Electrical&Electronics Engineering, Caarmel Engineering College, Pathanamthitta, Kerala, India (2007)

PERSONAL PARTICULARS

- **Date of Birth:** 04th May 1986
- **Permanent Address:** Karthika House, Imaly, Omalloor P.O, Pathanamthitta, Kerala - 689647
- **Language Proficiency:** English, Hindi, Malayalam, & Tamil
- **Computer Skills:** Windows, MS Office (Word, Excel, PowerPoint, Outlook), Basics of Elec.AutoCad
- **Driving License:** India & Bahrain
- **Marital Status:** Married
- **Nationality:** Indian, **Passport No.:** J 2310656 valid till 18/10/2020.
- **Visa Details:** Work Visa

KEY ATTRIBUTES

- Expertise in dealing with technical and structural consultants on Electrical products including a wide range of electrical conduit & fittings, specialized wires & cables, ballasts, explosion proof electrical items, cable management and installation accessories.
- Proven track record in handling project areas including verifying design drawings, electrical schedule & BOQ, providing both techno-commercial offers & submittals for approval.
- Strong commitment to the performance of quality work, a disciplined work culture, with confidence and a positive attitude to effectively achieve organizational goals and objectives.
- High competency with sound technical knowledge in effectively serving as a bridge between the sales team and manufacturing operations.
- Detail oriented, manage multiple projects simultaneously and work to deadlines with a high degree of accuracy.
- Hands on experience in generating sales leads for revenue growth and profitability.
- A resourceful, innovative and result oriented professional, possessing quick decision making abilities and leadership qualities, to work efficiently in demanding work environments & meet deadlines.
- Provides timely, accurate & complete information including competitive pricing while striving to maintain max. profit.
- Initiated effective steps in the cost optimization and increased productivity of organization.
- Maintain strong relationships with key contacts in existing accounts and develop new accounts.

CAREER MILESTONES

ELECTRO MECHANICAL SYSTEM INTERNATIONAL (EMSI Inc.)

(A leading Electrical export representative company, founded in 1979 and is headquartered in Philadelphia, USA with branches all over the world, EMSI provides assistance to electrical manufactures and distributors with the implementation of excellent export sales & marketing plan.)

Senior Engineer, Sales & Marketing – Qatar, Bahrain & Kuwait (March 2015 - Present)

(Reporting to Sales Manager-Middle East & Managing Director in USA)

Job Profile:

As Senior Engineer – Sales & Marketing, my job includes include creating brand awareness, product promotion, development of marketing strategy, distributor and engineering sales visits, supervision of export logistics and overseas payments, managing all phases of sales development cycle from lead generation to closing & follow-up activities, providing distributors with early warnings of pricing trends as well as new product developments, and consolidation of shipments and payments.

- Travel to assigned territories on a regular basis, meet consultants/end users/contractors/distributors, specifying our products in their projects & generating purchase enquiries.
- Identifying new potential distributors & manage/support existing distributors.
- Actively follow-up upcoming projects regularly identify strengths weaknesses & threats in markets.
- Generating stock orders & assisting in obtaining vendor approval from end users for the products.
- Maintains and expands customer base by frequent visits & over telecom, building and maintaining rapport with key customers and identifying new customer opportunities.
- Updates job knowledge by participating in seminars/exhibitions, reading professional publications & maintaining personal networks.
- Experience in Manufacturer prequalification procedure & requirements of major Oil & Gas companies in Qatar & Kuwait.

Main Products handling:

- Cable Management system, Pipe hangers & Supports (EATON – Cooper Bline)
- Explosion proof electrical products (Adalet, Tomar Electronics)
- Power/control/instrumentation/ specialized cables (Southwire/ Coleman – USA, Jembo cables)
- Conduits & Fittings – BS & Metric Std , EMT, IMC, SS, AL, Rigid Steel, Flexible (Wheatland, Sepco, Cantex, Gibson, International Metal Hose, PowerPro)
- Grounding & Lightning Protection (Harger, Lind Equipment)
- Dry type transformers , Low voltage & Ex-Proof type – Acme Electric & Marcus Transformer
- Lighting Products & Accessories (IOTA Engg, Universal Lighting, Tork)

AL SHAIBEH ESTABLISHMENT, DOHA, QATAR

(A leading firm established in 1974, engaged in diversified business with a successful track record in marketing, sales, & service of electrical & mechanical equipments of reputed manufacturers including)

Sales & Business Development Engineer- Electrical Division (September 2008 - Present)

(Reporting to General Manager)

Job Profile:

As Sales & Business Development Engineer- Electrical Division, promoting the sales of electrical products, mainly explosion proof equipments using in hazardous area in Qatar and meeting the **Key Performance Indicators –**

- Coordinating sales & managing business development for **Eaton-Cooper Crouse hinds / Hawke International**, world leaders in hazardous area electrical solutions with product range includes light fittings (ceiling/ recessed/ high bays / flood lights), control stations, cable glands, junction boxes, socket outlets ,distribution boards etc & being the authorized representative/stockiest in Qatar, covering the following market segments including oil & gas, petrochemical & offshore/onshore projects.

- Handling all incoming electrical enquiries, evaluate customer drawings and specification to determine our scope of supply.
- In-depth knowledge of Hazardous environments, IEC & NEC standards, Principal's product portfolio.
- Hands on experience in using Dialux software for designing light fittings under **Cooper Crouse hinds**.
- Liaison with application engineers/regional sales managers(RSM's),generate quotations and maintaining a close communication with customers to ensure the best offer meeting customer requirement and assuring high opportunity for order win ratio.
- Preparing purchase orders to Principal's, ensure close and cordial relationship with local assembly/customer service team, assuring materials will be delivered to customers on or before committed delivery period thereby acting as a bridge between logistics and clients.
- To keep the consultants updated with new product information given by RSM's, deft in following up with them to seek approval and get the brand specified for other projects handled by them.
- Preparation of projects final documentation as per customer's order requirements and provide technical clarifications where needed.
- Monitoring performance and reporting the monthly progress to General Manager.
- Conducting & arranging high-level technical presentations with key end-users by closely coordinating with Principal's product specialists.
- Solid understanding of commercial terms (Delivery time/INCOTERMS/Payment terms/Profit margins etc.)
- Placing stock order for fast moving items includes light fittings, socket outlets , junction boxes etc worth \$3 million and taking full responsibility to exhaust the stock within a calendar year.
- Conducted and successfully awarded various projects through online bidding and Call-Off agreements with major companies in Qatar.
- Played a key role in successfully securing business from contractors for the supply of representative products to complete jobs in many prestigious projects in Qatar including, Qatar Petroleum projects, Qatar Gas, RasGas, Dolphin Energy, Qatar Shell, Maersk Oil Qatar & Halul Island projects.

TEBMA SHIPYARDS LTD, INDIA

(A Chennai based ship building company, primarily engaged in the design and construction of vessels categoring to the offshore segment including offshore support vessels, tugboats, dredgers, floating cranes and pilot launches.)

Production Engineer Trainee - Electrical

(December 2007- August 2008)

(Reported to the Production Manager - Electrical)

Job Profile:

As **Product Engineer Trainee**, handled electrical engineering works related to PSV's & MPSV's construction as per the defined **Key Performance Indices-**

- Review designs and prepare detailed engineering and work packages for each stages of production as advised by Production manager.
- Assist in the preparation of materials required for production process by specifying quantity, quality and type of materials.
- Supervise and manage daily work schedule, allocation of equipment and employees and subcontractors as per specification for electrical works and ensure safety in job area.
- Monitoring progress throughout the construction process and comparing this with the projected schedule of work.
- Liaise, consult and coordinate with all supervisors and managers to incorporate relevant information that will affect the implementation of the project schedule.
- Dealing with the class surveyors and owner representatives for the inspection & Handing over.
- Was an active participant, being the part of a team for Sea trials and delivery of the vessel.

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