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**PROFILE**

**Name A. Ismail**

**Nationality Indian**

**Position GM Sales & Marketing Manager**

**Industry Steel**

**Mobile # 00917397399595**

**Email** [**saudia747@gmail.com**](mailto:saudia747@gmail.com)

**Availability Immediately (I am on exit from Saudi Arabia)**

**Current Location Chennai (India)**

**ACADEMIC :**

B.Sc. Science

Proficiency in computer

**KEY SKILLS :**

**Excellent in business communication & Marketing skills in multiple languages (English, Arabic, Tamil, Hindi & Urdu ) positive approach, self confidence, excellent presentation & organizational skills and Customer Relationship Management. Highly motivated & result driven.**

**WORKING EXPERIENCE:**

**25 years excellent** working experience in Mitwalli Steel co., Jeddah, Saudi Arabia as a **GM Sales & Marketing Manager,** branches all over KSA.

**CAREER OBJECTIVE :**

Looking for an opportunity to be a part of growth oriented organizaon to take the challenging

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Looking for an opportunity to be a part of growth oriented organization to take the challenging position. Open to domestic & international travel.

All my 25 years in one company made me a complete study, about Encyclopedia of Steel.  Extensive region knowledge, Sales & Marketing in Jeddah, Riyadh, Dammam, Makkah, and Madina. **Excellent in Team Management, Administration, Business Development, Export in charge with negotiating skills with Middle East, customers (UAE, Qatar, Kuwait, Bahrain, Oman).**

**We produce pipes, tubes, slitting &shearing of coils. Our company business turn over is US500 Million / year. We produce 400,000MT of steel pipes & tubes/year.**

**As a Head Sales & Marketing I have handled a team of 35 Sales executives, Sales Managers, professionals from different countries.**

**PRODUCTS OF SALES & MARKETING KNOWLEDGE**

**PEB ( BUTLER , ZAMIL BUILDING SYSTEMS, JEDDAH)**

**WIRE ROD**

**ROUND BAR**

**SQUARE BAR**

**SCAFFOLDING PIPES (1.50” UP TO 4”)**

**ERW PIPES**

**ROUND PIPE 0.50MM TO 4.00MM 0.50” TO 4.00”**

**SQUARE & RECTANGULAR TUBE**

**0.50MM TO 4.00MM 16X16 TO 100X100**

**HR SHEET 0.90MM TO 12.00MM**

**GI SHEET 0.30MM TO 4.00MM**

**CR SHEET 0.35MM TO 3.00MM**

**HR PLATES 1.5MM TO 100MM**

**PRE PAINTED COILS (Unicoil & Sabic)**

**HOT ROLLED STEEL COILS/ SHEETS/PLATES**

**SQUARE &ROUND PIPE/TUBES**

**COLD ROLLED STEEL COILS/SHEETS**

**COLD ROLLED PIPES/SHEETS**

**GALVANIZED CORRUGATED SHEETS**

**HR PLATES**

**MILD STEEL EQUAL & UNEQUAL ANGLES**

**PRE PAINTED CORRUGATED COILS**

**CHEQUERED COILS**

**SLITTING OF HR CR EGI PPT GI COILS**

**HOT ROLLED PIPES, TUBES & COILS**

**ROUND, RECTANGLE PIPES**

**COLD ROLLED PIPES, TUBES & COILS**

**ROUND PIPES**

**REBAR STEEL (TMT)**

**DEFORMED STEEL BAR 8mm to 32mm**

**WELDED STEEL WIRE MESH**

**STRUCTURAL STEEL – MS. BEAMS**

**IPE 80 TO 300**

**JIS 150 TO 600**

**IPEA 80 TO 600**

**UPE 50 TO 400**

**UPN 30 TO 300**

**JIS ALL SIZES**

**HEA 100 TO 1000**

**HEB 100 TO 1000**

**HJS 100 TO 400**

**HR PLATES**

**MS FLAT BAR**

**MS ROUND BAR**

**MS ANGLE BAR/ EQUAL UNEQUAL ANGLE BAR**

**CHEQUERED PLATE**

**PLATE 6MMM UP TO 80MM 12MTRS**

**TMT BARS**

**8.00mm to 32mm x12MTR**

**ACHIEVEMENTS:**

**01.King Abdul Aziz Airport Jeddah Project 100 million**

**TMT bar/Scaffolding Pipes/Strctural Beams/Sheets**

**02. Mina Tents in Makkah for pilgrims project 250 million**

**TMT bar/Scaffolding Pipes/Strctural Beams/sheets**

**04. Saudi Oger Project 200 million TMT Bar**

**05. Saudi Binladin project TMT Bar /Scaffolding Pipes/sheets**

**06. Haramain Railways project SR 200 million TMT Bar**

**Our World Top Steel Suppliers :**

**Mitsui Sumitomo Mitsibushi**

**Arcellor Mittal Posco Mach Steel**

**Hyundai Steel Nippon Dufferco**

**United Steel Stemcor Mitsui**

**Products supporting residential, commercial, institutional, and industrial construction applications both domestic and international customers (middle east customers).**

**Also we supply structural steel and Pre-painted coils , sheets, erection of pre-engineered building materials**

**Reporting directly to CEO, MD of the company, Weekly meeting with Finance Manager, Production Manager, Export Manager discussing local & international Sales & Marketing.**

**Credit facilities for domestic & International customers.**

**Preparing business proposals/presentations for sales project**

Weekly meeting with **CEO, Purchase Manager, Procurement , Store Manager, Loading head, Plant Manager.**

**Discussing credit facilities for domestic & International customers.**

**Preparing business proposals/presentations for sales project**

Weekly meeting with **CEO, Purchase Manager, Procurement , Store Manager, Loading head, Plant Manager.**

Prioritizing, consistent improvement in rug quality as a commitment to excellence and customer satisfaction.

**JOB PROFILE & RESPONSIBILITIES.**

* **Develop and maintaining personal relationship with key decision makers. Multitasking.**
* **Generating & handling enquiries from customers.**
* **Generate regular reports on sales & marketing**
* **Ensure both loading of materials & collections on time.**
* **Set long and short term sales strategies for an assigned district**
* **Oversee the sales activities of the organization’s products/services in a particular district**
* **Source for dealers and distributors**
* **Participate in the interview and recruit process of employees**
* **Review objectives of all external sales personnel**
* **Guide employees to ensure effectiveness of cross selling activities**
* **Design cross selling campaigns and programs**

* **Serve as a coach to team staff and other employees in the company.**
* **Develop training for new staff.**
* **Generate regular reports on sales & marketing,**
* **Set long and short term sales strategies for an assigned district.**
* **Oversee the sales activities of the organization’s products/services in a particular district.**

Discussing and taking important decision with Finance Manager, Credit Facility Manager, Production Manager to proceed domestic & international sales without any interruption.

**Responsible for Sales, Marketing , Enquiries, P.O. price negotiation, pricing & invoice check.**

**Review the sales process which includes – Quotations, response to enquiries, follow up of offers.**

**Responsible for obtaining profitable results through the sales team by developing the team through motivation, counseling, skills development and product knowledge development.**

**Manage the sales administration function, operational performance reporting, streamlining processes and systems wherever possible, and advising senior management on maximizing business relationships and creating an environment where customer service can flourish.**

**Responsible for managing the sales team, developing a business plan covering sales, revenue, and expense controls, meeting agreed targets**

**Assist in the development of the annual marketing plan, specifically advising on: realistic forecasts for each product and territory (based on historical data, market trends, competitive activity, promotional strategy and sales effort), realistic costs of operating the sales force; and sales promotion program plans.**

**Ensure that all sales representative activities are in accordance with the guidelines of the company’s Code of Conduct.**

**Responsible for the planning, direction, organization and control of sales managers and sales representatives to accomplish specific objectives.**

**Responsible for monitoring the performance of the sales team by establishing a system of reports and communications involving sales reports, cyclical sales meetings**

**Plan and implement a specific appraisal system that describes the responsibilities and performance standards for each member of the sales team, set individual territory sales and commission targets and administer the commission plan.**

* **Ability to design and effectively implement both short-term and long-term business strategies**

**\* Proven experience in cross-selling, and competence in various**

**sales activities.**

* **Demonstrated knowledge of organizational strategies and techniques.**
* **Strong analytical skills**
* **Strong negotiation skills**
* **Strong interpersonal skills**
* **Excellent motivational skills**
* **Good supervisory skills**
* **Ability to be flexible and to multitask**
* **Ability to absorb pressure that comes with the position**
* **Ability to work with a team**
* **Possess administration skills**
* **Experience in Digital Marketing**

**Excellent experience in dealing with Middle east customers.**

**Travel UAE, Kuwait, Qatar, Bahrain & Oman.**

**Good in handling cash, credit, wire transfers &L/C customers.**

**LANGUAGES KNOWN**

**Arabic Advance & Fluent**

**English Excellent & Advance**

**Hindi Fluent& Advance**

**Urdu Fluent**

**Tamil Advance**

**PERSONAL DETAILS**

**NATIONALITY INDIAN**

**MARITAL STATUS MARRIED**

**DRIVING LICENSE SAUDI ARABIA/INDIA**

**I hereby affirm that all the details provided above are true to the best of my knowledge.**

**ASADULLA ISMAIL**