

SHAKEEB SHUWEB

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<http://Industrial-Mechanical.Engineer>



SALES, BUSINESS DEVELOPMENT & MARKETING LEADER

Top performing Sales, Business Development & Marketing professional with 12 years of consistent credentials of exceeding quota and growing market share in the IEM industry. Skilled in consultative techniques promoting successful positioning of products, while acquiring new clientele and maintaining multi-million-dollar ARR via effective professional networks. Led key business initiatives while and business expansion activities, by excelling in market promotions, client acquisitions, revenue generation, and brand awareness, in close coordination with Senior Management.

WORK EXPERIENCES:

GRUNDFOS | Hyderabad, India

Sales Manager | November 2017 – present

- Strengthened **sales excellence process & business development activities** for 2 states: Andhra Pradesh & Telangana, from market development to lead generation and opportunity management to closures, ensuring **100% client satisfaction & progressive sales**.
- Sales turnover of manufactured goods portfolio generating revenue of **INR 15Cr in FY20-21, INR 13Cr in FY19-20, and INR 11Cr in FY18-19, by accomplishing 100% of the designated sales targets** every single year serving the key customers from pharma, dairy, chemicals, automotives, textiles and other integrated industries at Srictiy, A.P.
- Represented the firm in **7-8 trade conferences & trade shows**, and created new connections to expand firm's presence across the region.
- Spearheaded a team of **6 people, from sales, marketing & distribution**, supervised region-wise performance & defined KPIs.
- Led effective cross-functional coordination by synchronising with **7 major teams** internally, viz. Sales, Service, Finance, Planning, Logistics, Training & Marketing team.
- Mentored teams of distribution engineers & channel partners, and provided product training to confirm effective knowledge for sales calls.
- Tracked the outstanding amounts, and warranted **less than 20% of overdue** at any given point of time.
- Enhanced internal & external stakeholder relationships, by collaborating with vendors/channel partners, and planning business activities in close coordination with the Senior Management.

BUSINESS TRIBUNE GLOBAL COMPANY | Dammam, Saudi Arabia

Sales & Marketing Specialist | November 2011 – June 2017

- Strategized new business development for **4 prominent product portfolios: WEG Electric Motors (Low Voltage range); WEG Variable Frequency Drives (LV); Watt Drive Gear Motors; RENK AG Slide Bearing for Electric Machinery**; by approaching Procurement, End-Users and O&M team at the client's organization
- Pitched in company products to Sales & Marketing Leaders from **6 major sectors** in the KSA region: Oil & Gas, Petrochemical, Mining, Cement, Utilities, and O&M.
- Achieved annual sales revenue of **SAR 7 Mio in 2017, SAR 15 Mio in 2016, SAR 18 Mio in 2015**, thereby accomplishing **120% of the allotted targets**.
- Maintained healthy professional relationships with clients and facilitated annual recurring revenue from the **70% of client's YoY**.
- Acquired **70-80** clients in every financial year from the public & private sector, spanning government bodies & leading Contractors & PMC across the region.
- Represented BTCL in **4-5 global conferences every year**, and networked with decision makers to boost sales.
- Organized the overall workflow process of Inside Sales by processing RFQs, Quotations, Purchase orders, Sales orders, Delivery receipts, Returns, etc. via Microsoft Dynamics CRM and integrated SharePoint Portal for clients & vendors.
- Directed key project tenders from inception to completion by overseeing **5 major functions** (Evaluation of Tender documents, Tender Overviews, Technical Specification, Cost Analysis, and Preparation of Document Submission).
- Facilitated agency authorization of MECCO Valves, Shanghai to BTCL which is approved by SABIC, Saudi Aramco & Saudi Electricity Company for KSA.

- Developed final Topographical maps for further stages of GIS by producing Digital Topographic Maps in a process of compilation with DAT/EM Summit Evolution and editing via Bentley Microstation & AutoCAD.
- Executed compilation process in **1K, 2.5K, 10K & 20K** sea level attitude in collaboration with team members.
- Led corrections of rejected maps by the client and forwarded for **3rd level site verification on client location**.
- Facilitated Quality Analysis and procurement of financial topographical maps, and submitted final digital maps to MOMRA (Ministry of Municipal & Rural Affairs, Riyadh, KSA).

EDUCATION & COURSES:

Bachelor of Technology (Mechanical Engineering) – G Pulla Reddy Engineering College – Kurnool | 2007

COURSES:

Business-to-Business Sales, Continuing Professional Development, Cross-Functional Sales Teams, Sales Channel Management, Sales Closing Strategies, Sales Pipeline Management

CERTIFICATIONS:

Certificate of Continuing Professional Development – The CPD Certification Service | April 2020

Certificate on Covid19 Awareness & Management – Medvarsity Online Limited | March 2020

Variable Speed Drivers & Soft Starters – Certificate of Training – WEG | June 2016

NIIT Merit Recognition Certificate – NIIT Technologies Limited | January 2009

CAD Certification in Catia V5 & Pro-E/PTC Creo – Engineers CADD Centre Pvt. Ltd. | July 2007

AWARDS & RECOGNITIONS:

Grundfos Sales Backbone (Certificate of Achievement) | July 2018

MEMBERSHIPS & AFFILIATIONS:

International Association of Engineers | April 2018 - Present

Indian Plumbing Association | January 2018 – Present

Indian Society of Heating, Refrigerating & Air Conditioning Engineers (ISHRAE) | January 2018 – Present

Saudi Council of Engineers | March 2014 - Present

CORE COMPETENCIES:

Business Development | Sales & Marketing | Product Management | Market & Competitor Analysis | Key Account Management | Process Improvement | Market & Network Expansion | Client Acquisition | Revenue Generation | Vendor Management | Stakeholder Relationships | Cross Functional Coordination | Team Management | Tender Acquisition

Technical Skills: Microsoft Office apps | SharePoint & Power BI | AutoCAD | MicroStation | SAP Materials Management | SAP CRM | Windows OS & MAC.