

VED VAIDYA

(+91) 98210 12345 || ved.vaidya@gmail.com

SENIOR MARKETING MANAGER – PETROCHEMICALS

*Offering 20+ years of success in sales and marketing management in the petrochemical industry
Team Leader for growth and business development*

- ◆ Result-driven marketing professional with rich experience in directing sales and marketing activities to ensure business growth in a constantly changing environment
- ◆ Excellent negotiation and influencing skills with a passion for customer service and revenue growth, achieved by combining creativity with consultative sales skills to close important sales deals
- ◆ Worked with Energy International for 20+ years receiving fast track promotions in recognition of exemplary customer service and display of superior business acumen
- ◆ Well-versed with SAP modules such as Accounts Payable, General Accounting, and Manufacturing
- ◆ Able to work seamlessly across all levels – vertically/horizontally and with internal stakeholders, principals, transporters, and business partners
- ◆ Team Leader with the ability to competently build and manage teams, and work within aggressive timelines

Value Offered

*Sales strategy development and implementation
Business development
Market trends' monitoring and competitors' pricing analysis
Customers' needs analysis
Supply chain management (logistics and procurement)
Product costing and pricing
Key account management – bulk customers
Vendor evaluation
Customer service
Client/ vendor relationship management
Analytical trouble shooter
Leadership and team building/ training
Product Expertise: Bitumen, Furnace Oil, Chemicals (Chloro Alkalies, Chloromethanes)*

Experience and Performance Highlights

ENERGY INTERNATIONAL PVT. LTD., Mumbai

May 1990–Present

(The company is involved in the distribution and marketing of chemicals, liquid fuels, lubricants, power, petrochemicals, solvents, and energy.)

Marketing Head – Pan India / General Manager – Chemicals, Fuels, Bitumen departments

(1999–2011)

- ◆ Promoted to manage principals, customers, transporters, and terminal personnel for several departments such as Chemicals, Fuels, and Bitumen
 - Provide leadership to a **team of 35** for managing a host of functions such as Procurement, Logistics, and Marketing for each department
 - Manage marketing functions for Total Energy Bitumen Pvt. Ltd. – a joint venture between Energy and Total group (fourth largest petroleum company in the world)
- ◆ Develop a **strategic vision** and champion formal planning processes for sales of products at competitive prices
 - Surpassed **sales target by over 45%** in 2010–2011, by **over 35%** in 2009–2010, and by **over 20%** in 2008–2009
 - Accountable for vendor analysis, international/ domestic product pricing analysis, quality assurance, timely deliveries to customers, and **improvement of profit margins**
- ◆ Determine the most cost-effective procurement routes for imports; from various terminals to customer sites
- ◆ Customise pricing for each customer, product-wise based on quantity, location, and tax benefits available to customer
- ◆ Train and **mentor Customer Relationship Managers** and transfer knowledge to the Process team for building system
- ◆ **Core team member** for implementation of SAP and SOPs for marketing. Team member for Balanced Scorecard's implementation

Continued...

Experience and Performance Highlights

Assistant General Manager – Chloro Alkali department (1997–1999)

- ◆ Prepared sales plans (customer-wise / monthly), visited customers' sites, executed orders, and liaised with principals and transporters

Business Development Officer/ Key Relationship Manager (1995–1997)

- ◆ Gathered customer data through direct/ indirect sources, developed sales strategies, and evaluated product pricing based on demand/ supply metrics
- ◆ Built/ fostered relationships with **bulk customers** – supplied multiple products to xx bulk customers, followed up with them for payments/ accounts reconciliation, and provided them with continuous market prices' updates
- ◆ Priced each product based on costs, competitors' pricing, market conditions, and available credit terms

Customer Relationship Manager (1993–1995)

- ◆ Transferred to the xx division for enhancing relationships with customers and tracking market trends
- ◆ Submitted price quotes, finalized prices, closed orders, and collected payments/ tax forms from customers

Accounts and Logistics Executive (1991–1993)

- ◆ Managed outstanding collections and reconciled customer accounts using accounting package, Quick FA. Also, prepared invoices and debit/ credit notes
- ◆ Provided **end-to-end service to customers** including placement of tankers, communication with transporters, finalization of rates, invoicing, and preparation of debit notes for shortages

Trainee (1990–1991)

- ◆ Recruited as a back office personnel in charge of preparation of delivery orders, dispatch reports, and invoices

Education

Bachelor of Commerce (B.Com)

Mumbai University, Mumbai, Maharashtra

~ References Available on Request ~