

## VED VAIDYA

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### SENIOR MARKETING MANAGER – PETROCHEMICALS

*Offering 20+ years of success in sales and marketing management in the petrochemical industry  
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
- ◆ 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  
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 troubleshooting  
Leadership and team building/training*

**Product Expertise: Bitumen, Furnace Oil, and Chemicals (Chloro Alkalies and Chloromethanes)**

### Experience and Performance Highlights

ENERGY INTERNATIONAL PVT. LTD., Mumbai

*May 1990–Present*

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

#### **Marketing Head – Pan India / General Manager – Chemicals, Fuels, and Bitumen (1999–2011)**

- ◆ Promoted to manage principals, customers, transporters, and terminal personnel for several departments such as Chemicals, Fuels, and Bitumen
  - Provided leadership to a **team of 35 personnel** for managing a host of functions such as procurement, logistics, and marketing for each department
  - Managed marketing function 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
  - Managed vendor analysis, international/domestic product pricing analysis, quality assurance, timely deliveries to customers, and **improvement in profit margins**
- ◆ Determine 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 process team for building system
- ◆ **Core team member** for implementation of SAP and SOPs for marketing. Team member for implementation of Balanced Scorecard

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## Experience and Performance Highlights

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### 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 bulk customers, followed up with them for payments/accounts reconciliation, and provided them with continuous price updates
- ◆ Priced each product based on costs, competitors' pricing, market conditions, and available credit terms

### Customer Relationship Manager (1993–1995)

- ◆ Transferred to division for enhancing relationships with customers and tracking market trends
- ◆ Submitted price quotes, finalised 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 services to customers** including placement of tankers, communication with transporters, finalisation of rates, invoicing, and preparation of debit notes for shortages

### Trainee (1990–1991)

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

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## Education

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### B.Com: Bachelor of Commerce

Mumbai University, Mumbai, Maharashtra

~ References Available on Request ~