

# Arun Kumar Palaniappan B.E, MBA, CICCM, PGDFG

Holding 16+ Years of Sales Experience in the Material Handling Industry  
An RTITB (UK) “Certified Lift Truck Instructor”

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## Career Objective

Techno-Commercial expert in “Material Handling Equipment” and delivering 100% customer focused leasing/rental solution for more than 16+ years in the region. Well experienced in handling large fleet clients and have sound knowledge on the core areas which leads into solution selling and gaining confidence through Customer's satisfaction and appreciation.

## Core Competencies

- ▶ Key Account Management
- ▶ Contract Management
- ▶ Business Development
- ▶ Fleet Takeover



## Career Snapshot

Sep'15 – Till Date	- Al Shirawi Enterprises, Dubai	- Sales & Training Manager
Jan'09 – Aug'15	- Al Shirawi Enterprises, Dubai	- Assistant Sales Manager
Jan'07 – Dec'08	- Al Shirawi Enterprises, Dubai	- After Sales Engineer
July'06 – Dec'06	- Al Wasit Machinery, Sharjah	- Graduate Engineer Trainee
May'05 – June'06	- Faithful Engineers PVT Ltd, Chennai	- Trainee Engineer

## Trainings Attended

RTITB(UK) Certified forklift instructor	RTITB, UK	2016
Sales Training (Sales Process, Negotiation, closing the sale & giving sales talk)	Max Sales, Dubai	2011
Advance Product Training MHE	STILL, GmbH	2011
Basic Product Training	STILL, GmbH	2009
Basic Service (After Sales) Training	STILL, GmbH	2008
Fundamental Product Training	AL Shirawi, Dubai	2007

## Career History

 <b>Al Shirawi Enterprises LLC, Dubai, UAE</b>  <b>(2007 – Present)</b>  	<b>SALES &amp; TRAINING MANAGER</b> <span style="float: right;"><b>SEP 2015 – TILL DATE</b></span> <ul style="list-style-type: none"><li>✓ Manage Key accounts and be responsible for contract renewal after tenure</li><li>✓ Responsible in participating all the Tenders/RFQ/RFP/RFI etc.,</li><li>✓ To do calculation for long/short term rental, used and lease to own of equipment</li><li>✓ Manages a team of 2 Sales Engineers, 1 Hire Co-ordinator &amp; a Trainer</li><li>✓ Involved in budgeting, sales forecasting, and business analysis (secured revenue, Contract wise &amp; equipment wise profitability and monitoring the BVR &amp; P&amp;L)</li><li>✓ Submit the quarterly review to the management team</li><li>✓ Responsible for sourcing used machinery in Europe and abroad for the leasing fleet</li><li>✓ Form a steering committee with all the Key clients and agree on a KPI/SLA between the ASE and the client and work towards to implement them</li><li>✓ Responsible for the implementation of Fleet monitoring system for rental fleet</li><li>✓ To ensure that our fleet is being operated in a correct and safe manner and to find &amp; address root cause of the problem to the client or the account Manager</li><li>✓ Operator training to be provided to all customers as per the RTITB standards</li></ul>
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**Al Shirawi  
Enterprises LLC,  
Dubai, UAE**

**(2007 – Present)**



**ASSISTANT SALES MANAGER**

**JAN 2009 - AUG 2015**

- ✓ To identify the potential customer for long term lease to secure the business for the long run
- ✓ Regularly monitoring & following up with competitors account to convert them into my Account by giving technical solutions to the customers
- ✓ To prepare a quote and do regular follow up with the customer for the new rental requirements
- ✓ Following for the pending payments, especially with the cash customers to make sure that the customers are paying rent on time
- ✓ Preparing weekly customer visit report and loss sale report for weekly meeting for quarterly sales forecasting

**Achievements:**

- ✓ Increased the revenue for long term by focussing on long term leasing
- ✓ Increased the business by increasing diesel and compressor sector by finding new customers
- ✓ Successfully completed the new MHE installation at Kuehne Nagel, DLC (11 Units) and Global Shipping and Logistics, DIP (26 Units), Hellmann Logistics (22 Units), ARC International (12 Units)

**AFTER SALES ENGINEER**

**JAN 2007 - DEC 2008**

- ✓ Managed After Sales Service for a Rental fleet of 450 Material Handling, construction equipment's and Traction Batteries
- ✓ Looked after Preventive maintenance scheduling, Breakdowns, Insurance & Warranty claims for the rental fleet
- ✓ To prepare the recommended parts list for the new coming assets and make them available for urgent needs
- ✓ Conducted PI's on a regular basis as a part of ASSET MAPPING & TRACKING

**Achievements:**

- ✓ Achieved 15% increase in fleet availability & 75% parts availability which in turn increased the business.
- ✓ Had been SPOC (Single point of contact) for all the major customers



**AL WASIT  
MACHINERY  
TRD. EST.,  
SHARJAH, UAE.**

**SERVICE ENGINEER (GET)**

**JULY'06 – DEC'06**

- ✓ Trained in both Spare Parts Procurement and Service Department
- ✓ Finding & getting quote as per the user requirements
- ✓ Analysing the existing supplier and fining new supplier and recommending based on the quality, warranty, after sales support, availability & pricing
- ✓ Service and Troubleshooting the Earth moving and construction Equipment
- ✓ Generating Work orders, creating parts requisitions and plan the job for the workshop

**FAITHFUL ENGINEERS**

**PVT. Ltd.  
CHENNAI, INDIA**



**TRAINEE ENGINEER**

**MAY'05 - JUNE'06**

**Responsibilities:**

- ✓ To do Production and Material Planning based on the SIOP from Sales Dept
- ✓ Contact suppliers, sub contractors and run the production line without any hindrance
- ✓ Update QRAP (Quick Response Action Plan) and QCDDM (Quality, Cost and Delivery Monitoring) Charts
- ✓ Monitor the Material Inflow and do supplier and subcontractor evaluation

**Achievements:**

- ✓ Designed a new layout for bought out goods store compiling with FIFO
- ✓ Active member and coordinator in maintaining 5S in the industry
- ✓ Achieved the production plan with minimum stock by improving supplier response level

## Certifications/Memberships

Certification : **Business Pricing Strategy**  
Complied with : International Open Academy  
Cert. No : 100-127753

Certification : **Certified RTITB Lift Truck Instructor**  
Complied with : RTITB (UK)  
RTITB Cert. No : 046541654 Valid Until: 17. Dec.2025

Certification : **Operating skill test to instructor level for CB, RT, PPT & VNA**  
Complied with : Irish School of Motoring, Ireland  
NORS Reg. No : 046541766

## Academic Credentials

Lean Six Sigma Black Belt	CPD Certification, UK	Sep'23
Certified International Commercial Contracts Manager (CICCM)	International Purchasing and Supply Chain Management Institute (IPSCMI), USA	2022
PG Diploma in Forensic Graphology	Sherlock Institute of Forensic Science India Private Limited	2020 - 2021
MBA (Marketing Management)	Bharathiyar University	2017 - 2019
PGDBM (Operations Management) _ Course Completed	Symbiosis Institute of Business management	2012 – 2014
Project Management Professional (PMP) _ Course Completed	3-Fold Executive Education Centre, Dubai.	Nov-2009
B.E. (Mechanical Engineering)	Anna University, Chennai, India.	Apr-2005

## Personal Dossier

Nationality	Indian
Date Of Birth	23-05-1982
Marital Status	Married
Passport No \ Valid up to\ Place of Issue	N 1828294 27-10-2025
Visa Status \ Valid up to	Employment Mar-2025
Driving License \ Valid up to	UAE -1267844 08-06-2028

## Reference/Recommendations

Please click the link: "<https://ae.linkedin.com/in/arun-kumar-palaniappan-1750a330>"

## Declaration

I hereby declare that the above-mentioned details are true to the best of my belief and knowledge.

**Arun Kumar Palaniappan**