



## RÉSUMÉ

**PRADEEPKUMAR T**

**E:** [pradeep104@gmail.com](mailto:pradeep104@gmail.com); **M:** +971-553802082

### Career Objective

Dynamic, result driven Techno Commercial Sales professional with 16+ years of leadership in highly competitive market with solid track record on securing key clients, increasing project /Product sales, Application Development & driving towards YOY revenue and profit growth. Tenacious in building new businesses, securing customer loyalty and forging strong relationships with internal & external stake holders. Offer an in-depth understanding of the techno commercial sales process and remain focused on organizations objectives & customer satisfaction.

### Key Skills and Competencies

- Key roles in Hydraulic Applications/Sales Operations, Marketing, New Business Development, Product Management and New Application development.
- Demonstrated abilities in KAM, Market Mapping, Market analysis and formulating New Business Strategy, Sales and Revenue goals.
- Lead, Coach, Mentor and Motivate team. (Influencer)
- Preparing & Reading of Hydraulic Diagrams, Product / System configurations, Site Inspections & Trouble Shooting.
- Strategic Thinking and Planning Skills to implement Sales / New Business Ideas to Exceeding Revenue and Profit targets.
- Liaise with Supplier/Contractors, Techno commercial discussions and qualifications.
- Developing business network across the region with the end users, dealers, agents and resellers to acquire new business. (Regular Customer Interface, contact point to identify needs, challenges and specific requirements & engaging with key decision makers)
- Manage customer relationships, customer meetings in all phases of sales process, Key accounts, Identifying product/ application requirements and project opportunities.
- Handling customer technical requirements, Site. (Define Scope, Estimate Project Costings, Technical & commercial proposals)
- New product / project / application feasibility study, technical reviews, cost estimates, techno commercial bidding, negotiating and closing contracts.
- Highest Business Volume Handled: USD 4,500K pa.
- Close control on DSOs. (Payment Followup, resolving specific requirements related to payment)
- A keen communicator with honed interpersonal, team management, problem solving, negotiation, selling and analytical abilities.
- Excellent Presentation, documentation, report writing and CRM Skills.
- Strong attention to detail and focus on task completion & self-motivated.
- Technology Products handled includes Hydraulic Pumps, Motors, Valves, PTOs, Cylinders, Hydraulic Systems, Filtration Solutions, Air Bellows, Pneumatics, Hydraulic Piping, Flushing & Pressure Testing, Power transmission products, Hydraulic Hybrids, Hydrostatic Drives, Hydraulic/Water Hoses, Centrifugal Pumps etc.
- Market Segments Handled: Energy, Offshore, Marine, Oil & Gas, Heavy equipment & Construction Equipment's, Process Industries (Aluminium, Steel, Cement, Paper), Power Industries & Commercial Vehicle Industries.
- **Product / Engineering Expertise (Hydraulics & Pneumatics):** Hawe, Firestone, Wandfluh, RMF, Scanreco, HPI, Rexroth, Parker Hannifin, Internormen, Sun Hydraulics, Hydrocar, IPH, Penta, Piping, Pressure Testing, Filtration / Flushing Solutions.

## Employment History

- Sales Manager – MEA: **Doedijns Middle East & Africa (Vydraulics Group) Since Aug 2016**
  - Hold accountable for achieving and exceeding intake targets, revenue growth, profit goals by following the YOY budget strategies & targets (financial/efficiency)
  - Analyze sales history, market data, creating reports and plans to identify areas of business growth & volumes in the region.
  - Developing brands, suppliers, appropriate supply chain strategies and work closely with vendors contractors for project / product techno commercial requirements.
  - Monthly Sales analysis and reporting (Intake, Revenue, P&L, Gross Margin & variances), Highlighting Major Projects/Businesses & critical market / aftermarket sector product trends to the management – Monthly report.
  - Ensure customer specific requirements are instigated through Pre & Post Sales Team Management & Leadership (Intake, Ordering, Shipping & Delivery Management)
  - **Region:** Middle East & Africa (End User, OEM, EPC, Service/Engineering, Dealers).

**Achievements:** Grew Doedijns MEA revenue to quadruple since 2016; Achieved strategic milestone of developing new OEM market sector (O & G) during FY 2021 – 2022 (30% business growth); Developed 5 or more key customers across the MEA region; Consistent 4/5 customer satisfaction level; Sales hit ratio maintained above 45%.

- Sales & Applications Engineer, Hydraulics: **Gates E & S | May 2013 - April 2016**
  - Sales & Business Development for Hydraulic & Mechanical Projects/Products/Services, Hydraulic Design & Build Solutions, Modification of Hydraulic Systems, Chemical Dosing Systems, Piping Solutions, Filtration/Flushing and MRO Service requirements.
  - **Region & Key Market Segment Handled:** Bahrain (End User / OEM), Process Industries (Aluminium, Steel, Cement, Paper), Energy & Offshore.
- Dy. Sales Manager Mobile & Truck Hydraulics: **Parker Hannifin | June 2011 – April 2013**
- Asst. Manager Hydraulic Applications: **Bosch Rexroth | July 2010 – May 2011**
- Manager Marketing & Applications: **Interpump Hydraulics | July 2006 – June 2010**

## Educational Qualifications & Trainings

- **MBA** - Technology Management during 2012, Anna University, India.
- **B.E.** – Mechanical Engineering during 2003, Visweswariah Technological University, India.

## Personnel Details & Key Strengths

**Nationality:** Indian  
**Languages:** English, Tamil, Malayalam, Hindi, Kannada  
**Driving License:** GCC & International Driving License holder  
**Visa Status:** Residential (UAE)

Dedicated and result driven, Self-Motivated & Adaptable, Energetic and Highflier, Leadership & People Skills, Team Player and Motivator, High Customer Centricity & Conflict Management Abilities.

## Professional References: Available on Request

*"I genuinely declare that all the information's provided are true and accurate to the best of my facts and belief".*