



MOHAN DIXIT R

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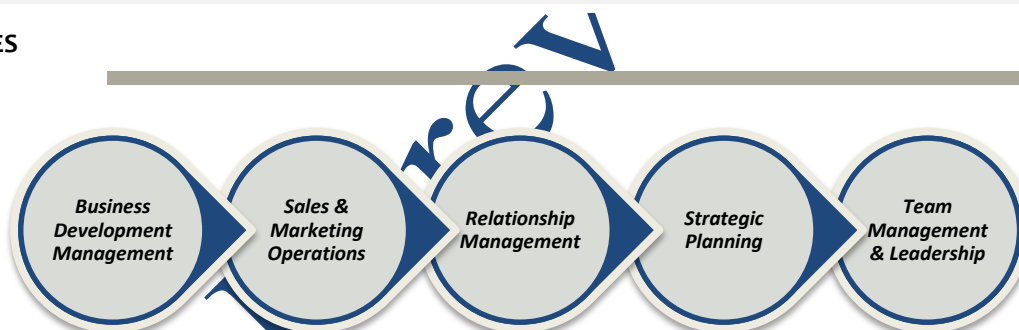
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MANAGEMENT PROFESSIONAL

BUSINESS DEVELOPMENT STRATEGIC PLANNING MARKETING OPERATIONS

- Versatile, ambitious & self-motivated professional with nearly 8 years of proven experience in building professional business relationships, developing successful marketing strategies, and closing sales. Potent blend of proactive attitude & energy, generating new marketing solutions & ideas to grow business.
- Expert in promoting sales and managing fast-paced sales and marketing operations with skills that are particularly effective in satisfying customers and increasing revenues. Record of consistently achieving the projected targets, building dynamic teams, identifying high-yielding services and products during the career span.
- A valuable blend of marketing leadership, resourcefulness, and dynamism that combines efficiency with imagination to produce higher effective bottom line sales. Adept in developing effective marketing and sales plans, creating long range of focus and devising innovative methods for tactically implementing those ideas.
- Demonstrated abilities in cementing healthy relationship with the clients for generating business and leading workforce towards accomplishing business and corporate goals. Exceptional ability to enter new environments and produce effective results through the use of a flexible sales & marketing style and practical skills that are easily transported between different industries.
- Excellent leadership, negotiation, oral/written communication, interpersonal, intuitive, and analysis skills; thrives in both independent and collaborative work environments. Excels in building team, handling performance improvements and undertaking Business & Feedback Review.

CORE COMPETENCIES



EMPLOYMENT SCAN

Since Jul 2008 with WEG (Middle East) and presently as Business Development Manager

Growth Path:

Business Development Manager	July 2012 onwards
Application Engineer	July 2008 - July 2012

Markets: UAE, Oman, Qatar, Saudi Arabia and Kuwait.
 Industries: Oil & Gas, HVAC, Water & Waste Water, Cement Industry, Fire and Safety etc.

Key Roles as Business Development Manager

- » Assisting in formulating business plans in consultation with the senior management for organizational development for company products (Motors, Automation, Energy etc.) primary focus being UAE and Oman regions.
- » Interfacing with clients (OEM's, Assemblers, Consultants, contractors, End users etc.) for understanding their requirements & suggesting the most viable solution. Cultivating relations with them for customer retention & securing repeat business.
- » Mapping market dynamics for tapping new regions and customers to deliver WEG solutions and generate desired resonance for capturing a respectable market share. Industries covered O&G, Water and waste water, HVAC, Fire Protection etc.
- » Driving initiatives & achieving desired targets with overall responsibility of business development. Exploring marketing avenues to effectively build consumer preference & drive volumes. Participate in bids to win projects and deliver sales.
- » Initiating analysis by keeping abreast of market trends & achieving market share metrics. Engage in negotiations and contract management. Formulating long term / short term strategic plans to enhance marketing and sales operations.

- » Identify customer grievance and take necessary intervention to plug in the loop holes and strive towards customer satisfaction to achieve year on year growth and development.
- » Managing key accounts for generating repeat business, maintaining healthy business relationships, exploring new accounts and generating additional business from them.
- » Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst team members.
- » Promote WEG products in specified regions through aggressive branding and marketing techniques, organizing campaigns, corporate technical seminars and publishing advertisements in reputed magazines of relevance.
- » Engage in vendor prequalification's of various products and factories in all the major end users including ADWEA, Saudi Aramco, PDO Oman within the region.
- » Stimulate product promotion with direct participation in prestigious exhibitions including ADIPEC, Middle East Electricity Exhibition etc. in significance to the company products.

Key Roles as Application Engineer

- » Identifying new customers & sectors, entry strategies and lead the plans for establishing sales of Electric Motors, Automation and Energy Products (Low & Medium Voltage Products Sales) operations for the entire Middle East region.
- » Driving sales efforts for attainment of periodical targets with a view to optimize revenue from primary and achieve business excellence.
- » Constantly provide company of new customer insights and market presence of competitors and their progress to develop plans and strategies.

ATTAINMENTS

- » Displayed competency in driving sales by sealing orders over **USD 20 Million** through dedicated efforts in sales operations.
- » Successfully generated growth consistently by 15% (annual increment) for 5 consecutive years during the recession period and economically challenging situations.
- » Instrumental in:
 - ☞ Increasing customer accounts handling by adding 50 % more new accounts to the existing customer database.
 - ☞ Increasing the existing customer business by 35 - 50 % more, year on year for 5 consecutive years.
- » Pivotal success in restructuring the brand image of the company by providing a new status of "Preferred Supplier" for the entire customer database.
- » Recipient of appreciation by Higher Management for "**Making the difference and outstanding contributions to the company's success**".

SCHOLASTICS

- B. Tech in Electrical and Electronics Engineering**, Awarded by BITS Pilani, India in 2008
- Diploma in Sales and Marketing Management** from Al Ghurair University, Dubai, UAE in 2012
 - ☞ Secured the **first rank** among a batch of 30 students

IT EXPOSURE

- Conversant with CRM Software- SAP Business 1 , Engineering Simulation Software: MATLAB, MS Office and Windows

PERSONAL DOSSIER

Date of Birth : 27th July, 1986
 Nationality : Indian
 Driving License : Valid UAE, Oman, India
 Languages : English, Hindi, Tamil, Malayalam and Arabic (Read and Write only)
 Visa : Employer Sponsored