



Kuldeep Singh

Country Commercial Manager | B2B&B2C | Indian National

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ABOUT

Indian national working as an Expatriate in Myanmar for the past 9 years and total 13 years.

A Country Commercial Manager with a strong result driven profile, who has built leading commercial performances.

Worked in Coatings, Construction, Oil & Gas and Consumer durable industries.

AREAS OF EXPERTISE

Strategy | Business Development| Sales | Team Building
Coatings | Construction Chemicals| Chemicals | Interpersonal skill
Traditional Retail | Modern Retail | Project Sales | B2B&B2C
Crisis Management| Key Account relationship| Strategic Thinking| Team Motivation

CAREER SUMMARY

- **TOA Paint (Thailand) PCL**

Market Leader in the paint and coating industry in Thailand and ASEAN

Head of Sales, Myanmar | 2020 to present.

Sales and Technical Services with a team of 6 Retail Sales, 8 Project Sales, 12 Product Consultants in Modern Channel, and 5 Technical Services. **Grew the business from #3 to become the #2 brand within 2 years**, while facing COVID-19 lockdowns and Coup d'état crisis. Reported to the Country Manager. B2B & B2C with local Manufacturing.

- Grew total company sales by 45% in **1st half 2023** vs **1st half 2022** and 97% vs **1st half 2021**.
- Grew Sales-Out **1st half 2023** in Modern Sales Channel by 75% vs **1st half 2022**.
- Grew total Company Sales by 30% in 2021 vs 2020 and in 2022 by 36%.

- Grew Sales-Out in Modern Sales Channel by 75% between 2020 to 2022, and Sales-In by 75% during the same.
- Delivered 40% Win Ratio in the Project Sales Channel.
- Increased the number of projects being tracked from 300 to 1,347 in 2022.
- Increased the number of Retailers from 100 to 300 in 29 months.
- Cut down the time to service a TCW Machine from 96 hours to 24 hours.
- Build strong relationships with external Clients as well as internal stakeholders.

General Paints & Chemicals Industries Co., Ltd.

Market Leader in the paint industry in Myanmar

Head of Sales & Marketing, Myanmar | 2016 to 2020

Sales and Marketing with a team of 1 National Sales Manager, 4 Branch Managers, 4 Marketing, and 11 Salespersons. **Grew the business to become the #2 brand within 4 years.** Reported to the Managing Director. B2B2C with local Manufacturing. Service the Traditional Retail Sales Channel, Modern Sales Channel, and Project Sales Channels

- Built a network of 500 Retailers.
- Delivered 30% Win Ratio in the Project Sales Channel
- Increased the number of projects being tracked from 100 to 500 in 2019.
- Developed and launched the company web-site
- Developed and launched the company Facebook site
- RoadShows and Events to drive Sell-Out from the Retailers
- Appointed as the Axalta Automotive Refinish Exclusive Distributor Myanmar. Won Exclusive Automotive Refinish paint Supply Agreements to BMW, and Nissan Dealerships, installed Auto tin machine in workshops and auto refinish retailers all Myanmar regions, organized demo for sanding to clear coat of cars with leading workshops and showrooms.
- Appointed as the 3M Automotive Refinish Exclusive Distributor, develop retailers across the country, make supply agreement with leading car workshops like BMW ,Nissan, Suzuki etc., organized know how events with applicators
- Appointed as the SKK (Japan) Architectural Paint Exclusive Distributor

Previous employments

- Parami Energy, Myanmar | 2014-2016
- Punj Lloyd, Myanmar | 2012 – 2014
- ION Exchange, India | 2011 – 2012
- KLA Const. Technologies, India | 2009 - 2011

ACADEMIC

- MBA, Cosmic Business School affiliated to Sikkim Manipal University
- Post Graduate Diploma in Marketing, Cosmic Business School
- Bachelor of Commerce, Pune University

PERSONAL

- Married and having 2 children.