

# RUZBEH N MISTRY

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## Growth Strategist for maximizing revenues & driving transformational changes

✓ *Sharpened Edge in Aggressive Markets*

- ✓ *20+ years of experience in B2B Exhibitions, High Profile Conferences, Corporate Sales, Marketing & Sales across Luxury Retail, FMCG, F&B, Gems & Jewellery, Logistics, Houseware, Wines & Spirits, Gifting Industries*

**Output-Oriented Leader, drives ground-breaking growth & profits** coupled with dramatic improvements, innovations and strategic change. Solidified experience in Business Development, P&L, Sales & Marketing functions across the **International B2B Exhibitions, Textiles, Apparels (Brands & OEMs), Film/Entertainment, Logistics, Luxury Retail, Institutional and HoReCa verticals**. Concept-to-Execution Driver for the *world's largest expos* across the **Fashion, Food and Beverage, Gems & Jewellery, Houseware, Wines & Spirits, Gifts and Premiums** verticals as a part of the Hong Kong Trade Development Council.

**Leads with intensity, builds consensus**, sought to design business vision & transcend needs through market and competitor insights. Sharpens decisions by working from ground-up and turns untapped potential into lucrative results. Strategic & Futuristic thinker with a flair for entrepreneurship – **capitalizes on 20+ years of expertise across buying & selling functions**, fulfils business goals, inspires superior team performance and leads business verticals with focus on sharpening the P&L function.

*Strategic Planning - Business Development - Market Strategy - Stakeholder Relationships - Operational Improvements - P&L Operations - Profit & Revenue Maximization - Channel Management – Exhibitions Management - Roadmap Creation – Revenue & Business Forecasts - Luxury Retail Operations – Institutional & Corporate Sales - Team Building - Collaborative Leadership*

## ORGANIZATIONAL EXPERIENCE

**Worldex India Exhibitions & Promotions Pvt. Ltd. (South Asia Representative of HKTDC) | 2010 - Present**

*Grew core business, improved operations and led projected revenue results*

### BUSINESS HEAD – SOUTH ASIA REGION

*Strategic Planning – Business Development – Operational Excellence – Revenue Growth*

**Capitalized on development and planning leadership expertise** taking on the Business Head – South Asia role to steer the physical exhibition, publications, .com vertical while **representing 50+ exhibitions, conferences annually across Gem & Jewellery, Textile / Garments, F&B, FMCG, Houseware, Optical, Wines & Spirit** industry. **Helmed strategy & operational improvements, driving growth-centric standards** – transitioned strategy in tactical plans with teams spread across South Asia (mainly India, Sri Lanka and Bangladesh). **Identified, captured and maximized opportunities** for new business development, structured partnerships and increased the client base thereby magnifying revenues & accelerating growth.

### Instrumental in strategic direction & opportunity creation

- Positioned the company for growth through solid strategic business development plans for South Asia/Middle-East target markets and ensured alignment with the overall uber strategic direction
- **Steered country-level forecasts for all business units across South Asia** – worked alongside the senior management on several business reviews, revenue performance and launching new exhibitions
- **Directed a 15 member sales & marketing team**, set targets & objectives- managed, mentored and elevated performance levels through constant training & evaluation
- Took instrumental role in **launching Intex-South Asia (Textile) exhibitions in Sri Lanka and Bangladesh and @home – an Elite houseware/home décor show**
- Steered the company to **launch the BEE2BEE platform** during the pandemic – a cutting-edge business match making platform to connect buyers and suppliers through online & virtual exhibitions for industries entailing **Textile, Medical and Houseware**

### Solidified strategic relationships & spearheaded exhibitions key to revenue flow

- Strengthened relationships with key B2B customers across South Asia, brought-in key Indian exporters along with participants from across Sri Lanka, Bangladesh and other countries in the exhibition
- Clinched and managed corporate accounts including **Raymond, Aditya Birla, Reliance, Morarjee Group** along with key bodies such as **FICCI, CII, Texprocil, SRTEPC, Bombay Chamber, FIEO, ITPO, ASSOCHAM and EPCH**
- Facilitated innovative concepts and materialized it to end sales thereby driving lasting gains:
  - ➔ Steered efforts to achieve a target of 100 exhibitors for each exhibition
  - ➔ Spearheaded the visitor promoter team to ensure each exhibition has enough buyers
- Introduced **VTG, CTG, MTG, Mega Show (World's largest houseware/giftware show) & Asia Apparel Expo. (Berlin, Germany)**
- Pivotal in **securing tie-ups between Worldex India and various foreign exhibition companies** including Chan Cho (A Taiwan Based Exhibition Company), Com Asia India and CNR Expo, Algeria Textile Show, Morocco Textile Show and Cairo Textile Show

- Indelible reputation for successfully spearheading:
  - ➔ *Hong Kong Fashion Week*
  - ➔ *Filmart, Asia Apparel Expo – Berlin (Germany), Mega Show, Summer Autumn and INMODA*
  - ➔ *Home World Expo – Future Living*
  - ➔ *Intex South Asia Show (Bangladesh & Sri Lanka) - Textile*
  - ➔ *HKTDC Diamonds, Gems & Jewellery Show*
  - ➔ *HKTDC Houseware Fair – World's largest houseware show*
  - ➔ *HKTDC Gifts and Premiums -World's largest*
  - ➔ *HKTDC Watch and Clock Fair - World's largest clock fair*
  - ➔ *HKTDC Food Expo - World' 2<sup>nd</sup> largest food expo*
  - ➔ *HKTDC Optical Fair*
  - ➔ *Major HKTDC conferences including AFF (Asian Financial Forum) – with total of 50+ shows/conferences*

### Set Stage for Exponential Growth and Resolved Operational Challenges

- Built sweeping consensus across Sales, Project, Operations teams and other groups for transformational changes in exhibition procedures
  - ➔ Created precision-driven operational plans while **driving instrumental changes in framing layouts for physical exhibitions**
- Pinpointed operational weaknesses, **created sales structure & format for large and small players pivotal to growth**
- **Created strong sales database & funnel** in collaboration with the sales team - drove targeted email marketing & messaging strategies and ensured the right sales fit for each exhibition
- Evaluated local and overseas exhibitions managed by the competition
  - ➔ Tapped development of business cases coupled with **lucrative business opportunities for the BU in South Asia**
- Effectively created an entire planning format for the Sales Team – ensured compulsory planning 6-8 months before commencement of exhibitions

**The SPA Group** | Sep 2008 – Sep 2010

### REGIONAL SALES HEAD –CORPORATE & RETAIL SALES

*Growth Strategies – Luxury Retail & Institutional Sales – Corporate Sales – Team Building & Leadership*

**Brought-in to support exponential growth needs in Western India for well-reputed luxury brands** such as Versace, Rosenthal, Ladro and Villeroy & Boch **across key verticals** including HNI, Corporates, HoReCa, Architects, Interior Decorators and Bridals. **Rapidly improved retail and institutional sales performance** while facilitating focus on corporate sales and retail.

- **Steered the main verticals viz. HNI, Corporates, HoReCa, Institutional, Architecture, Interior Decor**
- Built strategies for increased momentum, held broad authority to drive revenues across 8 boutiques and secure a **3-5% monthly growth**
- Pivotal in ensuring the right merchandise selection & order placements as per market demands
- Steered rapid improvements across the pre sales, post sales and service assurance process – defined sales targets and leveraged extensive support to the sales force to boost sales performance
- Partnered with National Head of Sales to provide customized solutions & proposal in line with the customer requirements

**AAVA Natural Mineral Water (Traders Inn Marketing and Distributors)** | Jul 2007 – Sep 2008

### HEAD- SALES & MARKETING

*Sales & Marketing – Institutional - Business Strategies – Channel Management – HoReCa – Modern Retail*

Took over the sales & marketing function, selected to **counter business & institutional retail challenges in the retail and hospitality segments**. Spearheaded 2 teams across Institutional, 5 star & HoReCa verticals and the Retail vertical. Formed & executed fresh business vision & strategy, **outpaced growth records, driving lasting gains** for brands such as *Pokka, Aava Mineral Water and Savana Flavoured Water*. **Widened the channel reach across India** for the brands by **clinching deals with high reputed companies** across the FMCG, HoReCa, Retail, Corporate and Modern Retail sectors.

- Steered efforts in:
  - **Winning Bottle Water World Awards, New Mexico for Aava Natural Mineral Water**
  - Securing endorsement by United Nations, UNEP for Aava water
  - Introducing **Savana Flavoured Water in the India** – the First ever Flavoured Water in 7 flavours conceptualized in Europe
  - Securing official marketing and distribution rights for – **Pokka - A beverage company originally from Japan**
- Set-up and expanded the distribution network for Aava natural mineral water across 15+ states in India by appointing several master distributors:
  - Led the brand building & positioning exercise while supporting exponential growth needs
  - Netted key accounts such Taj, Reliance Fresh, Godrej, Spencer's, More, Pyramid, Future Group and Air India
  - Strategically launched Aava gold exclusively for Four Seasons Hotel and developed a separate label
  - Brought Aava to peak revenues along with high volumes, spearhead 10-fold growth in revenues
- Partnered with various PR Agencies at PAN India levels to drive brand building activities across events - **Selected as the Official Responder for "Screen Awards 2008"**

**VICE PRESIDENT – Marketing & Sales**

*Strategy Planning – Retail Operations Management – Sales & Marketing – Team Building – Relationship Management*

**Took operational and strategic role**, exerting influence on sales & profitability through powerful plans. Handpicked by the leadership as the **key person for planning, organizing and participating all international exhibitions & festivals** in the Middle-East and other regions while positively impacting sales.

- Chosen to provide critical boutique expansion plan support at the world famous ‘Dubai Mall’ project with a 15-member team:
  - Coordinated the entire project from scratch – built a strong foundation capitalizing on merchandising and brand selection expertise and making the store operational & functional
  - Tackled key operational, sales & revenue challenges – facilitated multi-million-dollar sales and drove high profits
  - Recruited top-notch team equipped with industry knowledge base – elevating store performance levels & boosting sales
  - Widened relationships with diamond & jewellery companies and created mutually beneficial business relationships
  - Achieved the overall boutique targets

**Brinks Arya – India Pvt Ltd.** | Dec 2004 – Jul 2006

**DEPUTY MANAGER (International & Domestic Market – Diamond, Jewellery – Import & Export)**

*P&L Responsibility – Account Management – Market Share Expansion*

Selected to **head the overall jewellery vertical** across the **Indian & Hong Kong market**. Provided **executive P&L oversight** across the **South Asian region** while **clinching high-end accounts** and netting **profitable deals**. Evaluated market scenarios to expand market share while planning & optimizing inventory and resource levels.

- Instrumental in netting major high value accounts such as DTC sightholders to increase the revenue inflow
- Spearheaded a 20-member team to drive business growth, strengthen relations with diamond/jewellery exporters, net profitable high-value accounts across the jewellery vertical and steer profitability
- Streamlined the shipping activities in coordination with the ports & airlines, meticulously overseeing the export documentation, certification activities and adhering to all compliances.
- Facilitated cost control measures coupled with rate negotiations on MAWB (Master Anyway-Bill) in liaison with Airlines
- Chosen to attend all DTC conferences representing Brinks Global Services

**Bijoux – Jamaica** | Sep 2001 – Dec 2004

**SALES MANAGER**

*Business Operations Management – Merchandising - Luxury Retail Boutique Management*

Recruited as an Assistant Manager while steering business operations and **managing a 26-member team across 12 boutiques**. **Drove the business development, sales and merchandising function** for various **international high-end luxury boutique brands** across watches and crystals category. **Broadened luxury retail boutique management experience**, boosted sales performance while consistently improving quarterly profits.

- **Brands Managed:**
  - International Designer: - Roberto Coin, Chopard, Oliva, Fope, Jewellery Veri Oro, Asher, Golden Sun, John Hardy, Federica, Lagos and Phillipe Charriol, Baraka and Marco Bicego
  - International Watch: Breitling, Piaget, Chopard, Tag Heuer, Raymond Weil, Brand Movado, Mont Blanc, Phillipe Charriol, Ebel, Swiss Army, Citizen, Fossil and DKNY
  - International Crystals: - Lalique, Baccarat, Swarovski, Daum, Kosta Brand Boda and Waterford
  - Figurines: Lladro, Nao and Armani
- Selected by Breitling for a training program in Switzerland due to exemplary performance – secured a certification for the emergency watch (initially used by the US Airforce)
- Strengthened relationships with major business houses, high-end brands and dealers, bank & various credit associates
- Formulated resource optimization and cost control plans while stringently conducting reviews across retail stores

**EDUCATION**

- Bachelors of Commerce from K. C. College
- Diploma in Programming – ‘A’ Grade from the Brain Point Institute of Computers
- 10<sup>th</sup> Standard from St. Peter’s High School

**PERSONAL DETAILS**

*Date of Birth: 27<sup>th</sup> May 1980 | Languages: English, Hindi, Gujarati and Marathi | Nationality: Indian*  
*VISA: U.K., Dubai, Hong Kong, Jamaica (Caribbean Islands) and Schengen | Driving License: India and Jamaica - Caribbean Islands*