

# SYED FAKRUDDIN

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**A creative, dedicated & consistent learning mind always delivers success**

*An individual with a passionate drive to accept challenging roles in the field of Sales & Marketing, irrespective of industry or product.*

*Strongly believe any working arena is created for success through smart working.*

## **EXPERIENCE**

<i>EXTERNAL</i>	<i>INTERNAL</i>
<b>Market Domain</b> <ul style="list-style-type: none"><li>✓ Knowing your competition,</li><li>✓ Deliverance through good negotiation skills for large Projects,</li><li>✓ Designing relevant schemes for retail networks, and</li><li>✓ Developing strong service networks in supplies and application</li><li>✓ By tapping new emerging markets and</li><li>✓ Establishing product trends.</li></ul>	<b>Stakeholders Managing &amp; Team Support</b> <ul style="list-style-type: none"><li>✓ Leading teams through self example,</li><li>✓ Utilising skills from internal stakeholders to ensure high end service capability</li><li>✓ Improvising sales support tools for team members</li><li>✓ Incorporating strong company culture ethics in team</li><li>✓ Creating motivating ideas to enhance team spirit</li></ul>

## **SUCCESS FACTORS**

Creating a culture of transaction fulfillment

- ✓ Sales through strong value proposition,
- ✓ A very committed after sales service,
- ✓ Revenue collection with controlled debtor days

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## **CAREER PROFILE**



### **Star Coatings & Membranes Pvt. Ltd.**

Construction Chemicals

RSM South - Karnataka ( Team - 2 Sales Managers)

May 2019- March 2020

Star Coatings & Membranes Pvt. Ltd. is Delhi based manufacturing group dealing with product portfolio of Repair, Waterproofing and Flooring segments

#### **Job Profile**

- Sales- 100 applicators & 25 major Builders
- Organizing minimum 12 Applicators programmes , engaging in Seminars,
- Participating in Exhibitions in Karnataka region.
- Revenue Collection- Maintaining low debtor days

#### **Achievements / Projects**

- Appointed 7 Project Distributors Vs a target of 5 and generated a revenue of INR 1 Cr
- Major Sales contribution through Prestige, Rohan Builders, Divyasree Group



### **PAREX Group Construction Products Pvt. Ltd**

ASM - Karnataka (Team - 1 Sales Officer)

December 2017 – April 2019

Parex Group India is a subsidiary of Parex Group SA France a 7000 Crore. Globally covers an entire range of construction chemicals products.

#### **Job Profile**

- Sales generation through a 50 applicators & dealer network
- Engaging with major builders & consultants for specifications incorporation
- Revenue Collection- Maintaining debtor days to 35 day

#### **Major Achievement/Projects**

- Appointed 8 Project Distributors & consistent sales with 5 major Builders
- Project Success - Prestige , NVT Quality Lifestyle Projects , Sattva , Rohan Builders



## **DR. FIXIT**

Construction Chemicals

Applicator Service in Charge

February 2014 to November 2017

Pidilite is one of the strongest Indian brands in the consumer segment well known by the Fevicol , Dr Fixit & Hobby Ideas .

### **Job Profile**

- Managing a network of 100 dealers and servicing over 150 contractors and applicators
- Designing market schemes for applicators and dealers
- Organizing training programmes for applicators for new product & correct methodologies

### **Achievements / Projects**

- Achieved a successful campaigns of applicators through 20 training programmes
  - Created a trust applicator service team focusing on specific builders reducing overlap disputes
  - Major client success at Puravankara ,Prestige , L&T, Tata Projects, Sobha ,Ozone Group,CPWD,MES,and more
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## **AIMIL LTD.**

Construction Material Testing Equipment's

Senior Sales Engineer

September 2011 to January 2014

AIMIL is the highest rated technology manufacturer for instrumentation industry in India, since 1932 for the construction houses in test labs.

### **Job Profile**

- Key Account engagement with RMC Plants, Builders & Contractors , Engineering Colleges
- Organizing and conducting demonstration/ technical presentations.
- Participating actively in seminars and exhibitions, technical events like ACCE, REDECON, ICI, IE meetings.

### **Achievements/Projects**

- A record revenue generation through 40 + RMC Plants, over 50 RMC Plants & 30 builders
- Projects Success Puravankara , Sattva Group , L&T, Sobha Developers , ACC Cements , Ambuja Cements , Bharathi Cements , Bagalkot Cements , Ultratech,KBJNL,CNNL,NTPC

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**OTHER COMPANIES -**

**CICO Technologies Ltd**  
Territory Sales in Charge  
September 2008 to August 2011

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**ACADEMIC DETAILS**

- **MBA from Bangalore University, Bangalore from 2006-2008**
  - **B.Com from Kuvempu University, Davanagere from 2003-2006**
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**PERSONAL PROFILE**

**Name** : Syed Fakruddin G.T.  
**Date of Birth** : 03-04-1984  
**Marital Status** : Married  
**Languages Known** : English, Hindi, Kannada, Telugu and Urdu.

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