



Jayshannkar Shiva Subramaniam

Sales and Operations Director

📍 Dubai - United Arab Emirates

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Languages

English (Fluent)

Arabic (Fluent)

Hindi (Fluent)

Tamil (Fluent)

Malayalam (Fluent)

Marathi (Fluent)

Urdu (Fluent)

French (Basic)

Gujarati (Work Proficiency)

Panjabi (Work Proficiency)

About

Distinguished sales leader and strategic thinker with proven success guiding business expansion in local and international markets through branding and innovation. Dynamic and accomplished operations manager, adept at driving market growth through competitive market positioning while utilizing customer and marketplace intelligence in business expansion. Instrumental in providing proven strategies and innovative solutions for FMCG, building materials, engineering products, and manufacturing industries. Highly skilled at profit & loss management, performance improvement, and revenue enhancement.

BRANDS WORKED WITH

APEC Industries for composite polymeric materials LLC

Bin Brook Plastic Industries Llc, Bin Brook Group,uae

Kalister Middle East Llc

Modern Plastic Industry

M/s Thomsun Mechanical Industries

Muna Noor Manufacturing & Trading Llc

Experience

● Operations Manager

Bin Brook Plastic Industries Llc, Bin Brook Group,uae | Jan 2019 - Feb 2023

Direct and improvise organization's manufacturing effort. Create new policies and goals for operational efficiency. Analyse budget requests and allocate operating budgets. Review administrative activities, operating and sales reports. Determine necessary program and operations changes, develop strategies and operations plans.

Enhanced profitable operation of division through reviewing production costs and quality and modifying production and inventory control for better profits.

Attained maximum operational efficiency by successfully coordinating and improving purchasing, manufacturing, quality assurance, sales/marketing, and finance.

Ensured deep customer satisfaction by planned and timely deliveries and fulfilled commitments.

● Head of Sales & Marketing

Muna Noor Manufacturing & Trading Llc | Jan 2016 - Jan 2019

strategic planning. Expanded trade brands across Middle East and North Africa. Built effective strategies for CRM, sales, marketing, growth, and new business development.

Established Muna Noor's brand presence across Bahrain, Qatar, and UAE by gaining approvals of government and non-government departments for various Muna Noor products.

Spearheaded Muna Noor showroom openings and charted it to top 12 agencies for electrical & mechanical products.

● Sales Director

Kalister Middle East Llc | Jan 2015 - Jan 2016

Steered sales and business development functions, new product roll outs, contract negotiations, key accounts management, order fulfilment, and other important duties to ensure beneficial client relationships and surpassing business objectives. Aligned goals to strategies through sales plans and action directives. Researched marketplace and prospects to suggest new product ideas and competitive pricing to management.

Created competitive marketplace advantage by sustainable and cost-effective moulds development.

● Deputy General Manager

M/s Thomsun Mechanical Industries | Jan 2013 - Jan 2015

Collaborated with managing director on overseeing operations and launching initiatives to facilitate company's growth. Led whole range of daily sales operations, including meetings, tasks assignments, vendor negotiations, and inventory management.

Conceptualized new products manufacturing like PPR pipes and fittings ,Solar Panels SOLE and pipe support systems.

- **Head of Sales, Marketing & Operations**

Modern Plastic Industry | Jan 2007 - Jan 2013

Surveyed new and existing customer base including statistical market survey to suggest product enhancements.

Expertly conceptualized manufacturing of key products like PPR pipes and fittings, and Pipes Supports. Launched new range of drainage pipes and fittings at 2005 Dubai International Exhibition Centre. Also, received Kitemark Certification for true value products.

Reduced production costs by starting in-house tool room for moulds production.

- **Sales & Marketing Manager**

Modern Plastic Industry | Jul 1999 - Mar 2013

- **Sales Head**

APEC Industries for composite polymeric materials LLC | Mar 2023 - Now