

MAJOR GENERAL MICHAEL FERNANDES, AVSM, VSM (Retd.)

Goregaon (W), Mumbai, INDIA

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SENIOR MANAGEMENT PROFESSIONAL

With 43+ years of rich experience in delivering optimal results & business value in high-growth environments in **Profit Centre Operations, Supply Chain Management and Administration** in the industry

PROFILE

- Demonstrated capabilities in corporate planning, marketing strategy, revenue maximization, resource management, financial and administrative control in an increasingly competitive environment.
- Highly skillful in driving high-value revenue and profit plans, large scale cost savings, building prolific strategic alliances to position organization for long-term profitability and enhanced productivity and performance. Key competencies in streamlining entire supply chain management to achieve overall operational economy.
- Adept at mapping market dynamics to draw vital inputs to facilitate designing/realignment marketing/sales strategies to combat competition and sustain leadership position.
- Expertise in project planning, scheduling, budgeting & performing cost-benefit analysis as per the requirements while performing in the cost-efficient manner along with the unwavering quality standards.
- Suave and pragmatic with excellent interpersonal and communication skills; competent to work in highly diverse environments with people from varied backgrounds.

Key Competencies

Profit Centre Operations • P&L/ROI Accountability • Business Alliances • Administration • Commercial Activities • Business Development • Liaison/Coordination • Techno-Commercial Negotiations • Resources Management • Statutory Compliance • Client Relationship Management • Key Accounts Management • Recruitment • Training & Development • Business Intelligence

PROFESSIONAL HIGHLIGHTS

SUPERMAX (VIDYUT METALLICS PVT. LTD.), THANE

since Nov 2006

National Sales Manager - Marketing & Sales - CSD Division

- Accomplish responsibility for establishing CSD Division as separate business unit
- Built & nurtured relations with all business heads in CSD HO for all company related activities
- Key player in analysis, development and implementation of strategic business plans & policies, ensuring organizational growth, targeting maximum profitability & cost effectiveness
- Define business mission and performance standards across all functional areas and periodically review performance with deft application of concurrent management audit procedures
- Strive to put across the brand message effectively by planning & carrying out the right brand communiqué. Thinking up & putting into practice innovative business strategies to improve the product awareness and ensure enhanced brand visibility
- Structure annual operational budget and implement control measures to contain expenses within defined limits

Key Achievements

- Credited for augmenting all India sales from ₹ 2.5 Lakhs to ₹ 60.00 Lakhs per month within one year period only.
- Successfully achieved listing of 9 products with CSD in the year 2008 and fetched CSD business worth ₹ 40.00 Lakhs/month.
- Pivotal in achieving major presence of Supermax Blades & Razors in 3000 approachable unit run canteens in the country.

M/S PCS INDUSTRIES LTD., MUMBAI

Jun 1996 to Sep 2006

All India Institutional Business Head

- Shouldered the responsibility of managing business with PSU's, Banks, DGS & D, Kendriya Bhandar & Indian Railways etc.
- Planned and conceptualized various strategies to achieve business goals aimed towards the growth in business volumes as well as profitability while analyzing cost effectiveness and competitor's strategies and proceedings
- Designed and executed innovative promotional plans to ensure cost effective reach to the targeted audience group. Created informative and promotional literature on Branded Computer Hardware & Operating Systems.
- Organized various training sessions for the Sales team to enhance their performance.

Key Achievements

- Proficiently handled all purchase contracts with Govt. of India by tender & purchase negotiations and secured Govt. orders
- Imparted perpetuity to business inflows by carefully developing and nurturing relations at decision-making levels with high-end clientele. Introduced the concept of MIS reporting to update the management on regular basis

INDIAN ARMY

Apr 1968 to Mar 1996

CORPS of Engineers

- Proactively contributed in turn key Project management in peace stations & Field areas, HR, Commercial & Administrative functions including Commanding of troops. Involved in planning Disaster relief operations in aid to civil authorities.
- Assessed potential security hazards, planned and established suitable Fire fighting and Security measures.
- Enforced Standard Operating Procedure with strong deterrents for trespassers & encroachers at Unit Level.