

# VIMAL NAIK

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## CAREER PROFILE

An articulate, positive, and strategic **Sales Professional** capable of anticipating and responding to client concerns. Able to communicate effectively to prospective clients to create interest about any product and further development in the respective industry. Passionate and creative, with the ability to sell innovative ideas even during difficult economic conditions. Able to establish credibility and rapport at all organizational levels.

*Proven track record of developing new markets.*

## PROFESSIONAL EXPERIENCE

**SEAL KING, Brampton, Canada**

**2017 – Present**

**Sales Manager - Exports**

*Hired to lead export sales in the USA market, concentrating in the north-eastern region. With my experience in exports, successfully penetrated the market by my second visit with confirmed orders to New York City and Boston.*

- Opened new business in New York and Boston, increasing Export sales by 30%.
- Negotiate with carriers on competitive freight rates and find clever ways of moving the shipment to reduce the landed cost of the products.
- Responsible for growing the business locally with Building suppliers and Concrete contractors, that I had developed a business relationships with in the past, resulting in an increase of sales of 35% for the year.
- Initiated trade shows in New York State to promote our product and brand, as well as our presence in a new market.

**INVESTEMENT HARDWARE, Woodbridge, Canada**

**2015 - 2017**

**Business Development**

*Reported directly to the President, tasked in the development of innovative products for the Retail and Construction industry. Skilled in conducting competitor analysis to study market trends and devise a competitive strategy to achieve substantial market share.*

- Introduced a modular sub floor system in the retail market and successfully penetrated competition, generating a 40% market share in local markets as well as securing promising inroads into the USA market
- Initiated first ever trade exhibitions to showcase new products in the local and export market and successfully initiated a partnership for product endorsement and marketing privileges with a high-profile celebrity
- Assisted in growing our core business for the company by effectively communicating with important clients, generating huge sales, as well as developing locally manufactured and imported products to serve market needs.
- Worked with the purchasing department on developing and sourcing new imported products, planning and making sure the shipments were delivered on time.

## **NATIONAL CONCRETE ACCESSORIES**

**2004 - 2015**

### **Sales Representative**

*Joined the company from our parent company Amalgamated Metal Corporation. –London, UK to grow the market share in Ontario. Skilled and experienced in conducting advanced market analysis and to effectively capitalize on new business opportunities. Worked independently and within a year, initiated the development of new market opportunities, servicing a separate customer base from our core business.*

*Initiated and closed sales for global suppliers of construction materials, adhesives, sealers and hardware accessories for the retail and landscape market. Developed strong business relationships with all the major buying groups, independent hardware dealers and landscape/pool dealer locations*

- Created an aggressive sales plan for product line resulting in growth of over 400%
- Opened new markets in pool and landscape industry
- Arranged first ever trade show and increased our brand and presence in the new market
- Contacted clients regularly to strengthen and maintain professional relationships
- Organized workload as required, to meet corporate objectives

## **ZIMPLOW LIMITED, Bulawayo, Zimbabwe**

**1999 - 2004**

### **Marketing Director**

*Hired to lead entire corporate sales / marketing function for publically listed manufacturer of animal-drawn agricultural implements for subsistence farming in Sub-Saharan Africa.*

- Directed development of marketing and sales promotion strategies resulting in 100% export business growth in an environment that did little to support exporters.
- Actively promoted products and increased exports to additional African countries including Kenya, Tanzania, and Angola – markets that experienced extensive competition from both India and China.
- Instrumental in cultivation of new relationships with Relief agents and UNHCR / NGO agencies to complement existing export sales.
- Liaised with distributors/agents in regional markets (South Africa, Namibia, Zambia and Botswana and other countries within East Africa) to provide expertise in territory expansion.
- Managed National Sales manager and corresponding team on local sales and marketing within Zimbabwe and controlled movement of goods.

### **EXPERTISE/SUMMARY**

- Business and Territory Development
- Product Development/Market Analysis
- Export Expertise (Africa / USA)
- Marketing / Brand Recognition/ Digital
- Account Acquisition and Development
- Consultative Sales Techniques
- Customer Relationship Management
- Negotiating/ Strong Communications

### **VOLUNTEER ACTIVITIES**

**Canadian Zim Society** – Chairman

**MISSION:** To provide a shared platform, that promotes social, cultural and educational programs to members and newcomers from Africa. Voluntarily provide moral support for easy integration into the Canadian system, providing access to a digital network for important resources and also assist with networking opportunities, by linking up through the complete members directory.