

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.

Established credibility and rapport for over **ten years**, at corporate and store level, with major construction, landscape and retail hardliners like Home Hardware, TIM BR Mart, Castle and other major buying groups associated with LBMAO. Developed strong working business relationships in the construction industry with leading High rise / Low rise Condo Developers, Builders, Concrete Forming Companies and General contractors. Regular communication with President / Project Managers at a corporate level and established a working relationship with Site Supervisors on location.

Proven track record of developing new markets.

EXPERTISE / SUMMARY

- Business and Territory Development
- Product Development/Market Analysis
- Export Expertise (Africa / USA)
- Marketing/Brand Recognition
- Account Acquisition and Development
- Consultative Sales Techniques
- Rapport with Hardware Buying Groups
- Negotiating/ Strong Communications

PROFESSIONAL EXPERIENCE

SEAL KING - Brampton, Canada

2017 – Present

Sales Manager – Exports

Seal King is a manufacturer of chemical solutions for the construction and landscaping industry.

Hired to increase market share and grow sales within the Retail and Construction Industry.

Moreover, was challenged to initiate and lead export sales in the USA market, concentrating in the north-eastern region.

- Increased retail distributor outlets and set up concrete contractors, increasing local sales by 50%
- Increased product exposure and market share in the Ontario market with concrete contractors, independent building suppliers and major hardware buying groups
- Penetrated the market by my second visit with confirmed orders to New York City and Boston, increasing export sales by 30%
- Initiated trade shows in New York State to promote our product brand and establish a strong presence, as we expand within the region
- Worked with transport carriers to establish competitive freight rates by maximizing skid loads, to secure favorable landed costs for our products, that helped secure export business

INVESTMENT HARDWARE - Woodbridge, Canada

2015 - 2017

Business Development

IHL Canada is a leading distributor and importer of hardware accessories for the construction industry. Hired to develop innovative products and devise a competitive strategy for the Retail and Construction industry, reporting directly to the President. In addition, specifically brought on to work with upper management to introduce a new product to the Retail and Renovation Market and liaise with Scott McGilvery (TV host) on product endorsement, video filming and marketing.

- After extensive competitor analysis, introduced a locally manufactured modular basement sub floor system targeting the Retail market, generating a 40% market share in local markets
- Secured business in the USA Retail market through Lowes and Menards, subsequently increasing North American presence
- Conducted management meetings on project requirements with the top and largest High-Rise Developers, Builders and Concrete Forming companies, increasing local sales by 55%

NATIONAL CONCRETE ACCESSORIES - Toronto, Canada

2004 - 2015

Sales Representative

National Concrete Accessories, a subsidiary of Amalgamated Metal Corporation (London, UK), is the leading manufacturer of forming and concrete accessories and the biggest distributor for Sika, Mapei, BASF, DOW, Soprema, Titebond and Euclid. Hired to grow the market share and independently initiate the development of new market opportunities, in the Retail and Landscape industry. Opened new opportunities with General renovation contractors in the construction industry.

- Created an aggressive sales plan for product lines, resulting in growth of over 400%
- Arranged first ever trade show, increasing brand and company presence in a new market
- Instrumental in establishing communication with major buying groups at corporate level.
- Initiated and closed sales for global suppliers of construction materials, adhesives, sealers and hardware accessories for the Retail, Renovation and Landscape market

ZIMPLOW LIMITED - Bulawayo, Zimbabwe

1999 - 2004

Marketing Director

Zimplot Limited, a subsidiary of Amalgamated Metal Corporation (London, UK), is a publicly listed leading manufacturer of animal-drawn agricultural implements for subsistence farming in Sub-Saharan Africa. Hired to lead entire corporate sales and marketing functions for the company.

- Directed development of marketing and sales promotion strategies, resulting in 100% export business growth in an environment with limited support
- Instrumental in expanding exports to additional African countries including Kenya, Tanzania, and Angola – markets that experienced extensive competition from both India and China
- Cultivated relationships with UNHCR / NGO relief agencies increasing export sales
- Liaised with distributors/agents in regional markets (South Africa, Lesotho, Namibia, Zambia, Botswana and East Africa) to provide technical expertise and assist in territory expansion
- Managed National Sales manager and increased domestic sales by 40% on an annual basis.

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 assist with networking opportunities. Easy access to members directory. / Website - www.canadianzimsociety.com