

# Profile of MOOGI

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# Responsibilities :

- Sales & Business Development to achieve market share, revenue & brand building through Sales & Service Engineers.
- Strategize & prepare operating, service, business & financial plan.
- Plan, prepare & strategize sales management process, Forecasting, Expenses, pricing, product development & market research.
- Update & assist Top management & advise Sales team to establish & achieve sales targets & forecasts.
- Yearly, quarterly & monthly review on set Sales targets & expense budget, based on outcome, plan strategies to close gaps.
- Keep tab on competition in terms of their strength, weakness, and Sales methods & about new product launches in the market.
- Review with service engineers to train & motivate them to constantly educate customers for timely maintenance & to keep inventory of recommended spares to minimize downtime of machines to achieve customer satisfaction.
- Interact with local factory & principal factory abroad for techno-commercial clarification & new product information.
- New business generation, monitor & implement effective business plans for company products in an assigned territory.
- Constant rapport building, educating on company product mix, prompt delivery & service to retain all Key account customers.
- Build, educate & empower the team to function in line with the vision of the company to achieve goals & ensure growth.

## Previous Experience :

- ❖ Country Manager – Bangalore. Jan 2007 till dt.

### **M/S Alfieri Enterprises Srl.- Italian M.N.C.**

Turn-key bottling lines for beverage packing in Glass / Can & PET.

- ❖ Regional Head –Bangalore. July 2000 31st to Dec 2006.

**Sidel India P.Ltd.- French M.N.C.** Fully owned subsidiary of “M/s.Sidel S.A .France” having sales of 1 Billion Euros. Sidel offers solutions for liquid food packaging in “Plastic PET / HDPE , Glass & Can on turn-key basis”. Now it is part of 10 Billion Euros group “Tetra Laval” of Sweden

- ❖ Manager Business Development- Bombay. Sept. 1995 to June 2000.

### **M/S.KWH Pipe India Ltd.-Finnish, M.N.C.,**

Fully owned subsidiary of M/s. KWH Pipe Ltd. Finland. Engaged in design, manufacture, supply & installation of PE-HD/PE-MD/PP piping systems. Specialised in submarine PE pipe installations.

## Previous Experience :

Sr.Sales Executive - Bombay. August 1991 to August 1995.

### **M/s. Klockner Windsor India Ltd.**

In Collaboration with M/s. Klockner, Kuhne & Desma of Germany. Leaders in manufacturing of plastic processing machines, such as Extrusion, Injection, Blow & Rubber molding.

Sales Engineer - Bombay. November 1989 to August 1991.

### **M/s. Kolsite Maschine Fabrik Ltd.**

In Collaboration with M/s. Battenfeld, M/s. Unicor of Germany & FBM of Italy. Manufacturing Plastic Extrusion Machines.

Trainee Engineer - Belgaum. February 1988 to October 1989

### **M/s Polyhydron Pvt. Ltd.**

In Collaboration with M/s Oilgear Towler Pvt. Ltd. U.S.A. Manufacturing hydraulic valves, piston pumps, pressure switches, power packs & fittings.

# Achievements:

## ❖ **Sidel India P.Ltd.- Bangalore.**

- Starting of Bangalore office from scratch, identifying office space recruiting & training staff.
- Successful in major breakthroughs of getting high value, highly technical & prestigious orders from Coke, Pepsi, Fraser & Neave (ATC Beverages), Danone (Brittania), Balan Natural foods, Bailley, Bisleri, Royal Challenge group, etc.
- Successfully promoted & developed business of non conventional & highly technical equipments such as ACTIS, Combi, HR & Milk Packaging turn-key projects with companies like Tata Tea, HLL, Heinz, Defence Research Lab, CFTRI, National Dairy Development. Coconut development board By making presentations & conducting seminars.
- Was responsible for making inroads with UB Group, SAB Miller, Anhauser Busch & Carlsberg companies to promote "ACTIS" Technology to pack BEER in PET.
- Bagged prestigious "Turn-key Hot fill line project" order from next door to competitor. Value of order being approx Euros 2.5 Million.
- Increased installed m/c base of satisfied customers.
- Achieved market share of 90 % in the given territory.
- Successfully executed Total business of approx. Euros 7 Million of imported equipments & INR.430 Million of Indian equipments,

# Achievements :

## ❖ **M/S.KWH Pipe India Ltd.**

- Educating & convincing prestigious Engineering consultants such as Bechtel, Chemtex, Toyo Engineering, Humphrys, Tata Consulting Engineers, Reliance Project, from considering P.E.Pipes for submarine applications as against age old Steel & Hume pipes.
- Bagged prestigious turn-key orders from MIDC, L & T, ISPAT, Enron, Nestle, H.P. Electric company & Dharti Dredging.
- Got all the submarine turn-key projects executed successfully.

## ❖ **M/s. Klockner Windsor India Ltd.**

Successfully developed business for Ferromatic series of Injection Molding m/c's for precision molding such as "Lenses", Drippers & thin walled molding etc. Also developed business for non standard lines such as T die PVC sheet Extrusion, Raffia tape plants etc . Increased over all market share of Injection Molding, Extrusion & Blow Molding m/c's

## ❖ **M/s. Kolsite Maschine Fabrik Ltd.**

Business development , promotion, designing offers with respect to product mix, successful customer trials, execution of orders. Also actively involved in International business & sales promotion.

## Education :

### **B.E. (MECH) 1987**

K.L.E.Society's Engg.College. - Belgaum."KarnatakaUniversity".

### **Business Management 1989**

K.L.S. Society's College –Belgaum. "Bhartiya Vidya Bhavan"

### **"Executive Leadership" 11/05/2007**

"By Dale Carnegie Training"

## Personal Details :

**Name :** **Vinod Moogi**

**Present address :** Cascading Meadows  
21/2 C, T.C.Pallya, Indiranagar Extn.  
Margondan Halli Rd.  
Bangalore – 560036 ( India )

**Cell:** +91 98452 87153

**E-mail:** [vinodmoogi@yahoo.com](mailto:vinodmoogi@yahoo.com)

**Date of birth:** January 10, 1964. Age 45 Yrs.

**Language known:** English,& local langauges, Learning, German & French.

**Passport:** E 00 10962 Bangalore, India.