



D. Daniel Raj
Saroj Enterprises | Senior Application Engineer | Tamil Nadu, India

BASIC INFORMATION

Experience in:	Automotive Industry
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CAREER CONTOUR

I am unwavering, meticulous, and highly competent in the **Automotive Industry** I have a consistent record of transporting the best results-driven work with a proven ability to implement my work in an organized manner for **20+ years** of my successful career.

My expertise:- **Automotive Industry – Sales Strategy, Market Analysis, Product Knowledge & Product Innovation, Production Planning, Lean Manufacturing, Customer Relations, Technical Support, Process Improvements & Process Optimization, Forecast Accuracy, Negotiation Skills, Business Development, Technical Specifications, Cross-Functional Collaboration, Sourcing And Time Management.** I have in-depth knowledge of all ethics of management. I possess effective communication skills and am a team player with strong Organizational, Logical, and Problem-Solving Abilities.

I have great exposure to working with large-scale organizations like **Saroj Enterprises, Elixir.** I have well-versed skills in analysis, problem-solving, and coordination, which make me so successful and dedicated. Strong influencing and negotiation skills coupled with a proven ability to think in and out of the box, generating new solutions.

I have commenced my profession as an **Executive** and risen myself as **Senior Application Engineer** reputed company. I would like to see myself growing with the passing years of hard work and dedication. I have been awarded many accolades for my result-oriented hard work.

Armed with a multitude of competencies and work experiences, I am confident to carry forward any organization's vision & objectives with sufficient ease and dedication to my job responsibility.

EXPERIENCE

2016 – Till Date | Saroj Enterprises | As Sr. Application Engineer

Responsibility:-

- **Technical Expertise:** Provide technical guidance and support to customers, helping them understand the applications of various products and offering solutions that meet their needs.
- **Product Representation:** Represent and promote a variety of products from MNC companies such as engineering adhesives, sealants, corrosion preventive solutions, industrial cleaners, cutting oils, pneumatic and hand tools, cutting tools, hydraulic and gear oils, specialty industrial greases, and industrial slings.
- **Customer Relationship Management:** Build and maintain strong relationships with major customers and key accounts across industries, ensuring high levels of satisfaction and loyalty.
- **Sales Strategy and Execution:** Develop and execute sales strategies to increase market share, meet sales targets, and achieve business growth.
- **Market Research and Analysis:** Conduct market research to stay updated on industry trends, competitive landscape, and

emerging customer needs to inform strategic decisions.

- Sales Performance Tracking: Monitor and track sales performance, analyzing data to identify trends and opportunities for improvement.
- Technical Presentations and Demonstrations: Conduct technical presentations and product demonstrations to customers, explaining product features and benefits.
- Problem-Solving and Troubleshooting: Address customer concerns and issues effectively, providing solutions and ensuring timely resolution.
- Sales Training and Support: Train and support sales team members and customers on product applications, usage, and best practices.
- Product Feedback and Improvement: Gather customer feedback on products and provide insights to product development teams for continuous improvement.
- Sales Reporting: Prepare and maintain accurate records of sales activities, customer interactions, and sales forecasts for management review.
- Cross-functional collaboration: Collaborate with other departments such as production, quality assurance, and logistics to ensure smooth and efficient order processing and delivery.

PREVIOUS EXPERIENCE

- 2012 – 2016 | Elixir | As Business Development Manager
- 2008 – 2012 | Saroj Enterprises | As Sr. Application Engineer
- 2007 – 2008 | Autotex | As Head of Department
- 2006 – 2007 | Tvs | As Supervisor
- 2005 – 2006 | Kentex | As Supervisor
- 2004 – 2005 | LMW | As Supervisor

ACHIEVEMENTS

- Exceeded sales targets consistently, boosting revenue growth.
- Managed major customer relationships, fostering repeat business.
- Expanded product lines, increasing market share.
- Identified new opportunities, aiding market expansion.
- Implemented 5S and process improvements for productivity.
- Maintained high customer satisfaction through technical support.
- Known for technical expertise, recognized as a go-to expert.
- Formed strategic partnerships for cost-effective solutions.
- Provided accurate sales forecasts for effective planning.
- Got appreciation and accolades from the clients/customers.
- Started my career as an Executive and rose as a Senior Application Engineer.

ACADEMIC FORTE

- D.M.E from Thanapandian Polytechnic College, Madurai in 2004.
- Pursuing an MBA in Marketing from Alagappa University.

Training & Certification:

- CNC Programming from P.S.G Polytechnic College, Coimbatore secured first position in 2004.
- D.C.A in HITECH Computers Madurai secured the first position in 2003.
- Auto CAD 2000 from St. BCA Computers secured first position in 2004.

TECHNICAL PROFICIENCY

Well versed with

- Ms office
- Windows
- Internet application

Advice for Contacting: I'm always open to conversation, networking with like-minded professionals, or discussing future prospects. Connect with me on Linked In or contact me at danieldivyanandam@gmail.com