

## CURRICULUM VITAE

### SYED ARIFULLA

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### OBJECTIVE:

Seeking career advancement position in Business Development Logistics / Freight Forwarding.

### PROFESSIONAL COMPETENCIES:

- ☑ Have ability to multi task and handle multiple freight forwarding / contract logistics projects / retail distribution works simultaneously. Collaborative team player with cross-departmental and cross-regional coordination skills, have critical time-sensitive decision-making skills in achieving business growth and logistics operational excellence.
- ☑ Have ability to plan and forecasts workloads and excellent in conceptual thinking, timely resolution, analytical skills and team management. Excellent in communication skills.
- ☑ Business Management graduate possessing experience across a range of marketing, logistics activities including Regional Branch Management, International Sea/Air freight forwarding operations, fleet management, Customer-Focuses and results driven, commercially minded with a strong drive for profit generation. Strong ability to promote and sell products and services effectively. Ability to build and maintain relationships with key stakeholders.

### WORK EXPERIENCE:

September 2024 – Till Date

Compass Logistics International Pvt. Ltd, Bangalore  
Regional Manager South India

Key duties involved strategic planning, operational management, team leadership, client relationship management, To priorities and organize work while handling multiple projects at the same time and drive the success of Air/ Sea freight forwarding, Customs Clearance Warehouse and Transport operations.

**Strategic Planning:** Developing and implementing strategies and goals for the region to achieve business objectives, revenue targets, and market expansion. analyzing market trends, to identify and map market opportunities, designing and implementing strategic approaches to capture new business. Gather market intelligence to help develop broader market strategies, contributing to the company's overall growth. Actively promote and sell Ocean/Air Freight, Customs Clearance, Transportation services to new customers, targeting SME and large businesses across South India region, to continuously secure new business opportunities to meet and exceed monthly/annual revenue and gross profit targets. Generate leads, pursue potential clients, and register opportunities in the CRM system. Participate in weekly/monthly sales meetings, sharing insights on market trends and customer needs.

**Team Management:** Leading and managing a team of freight forwarding professionals, including BM's, BDM's, Pricing, operations staff, sales representatives, and customer service, contracted vendors team, WCA agents' team, warehouse operations, contracted labors at port for bulk shipments, responsible for recruitment, training, performance evaluation, and ensuring effective teamwork and collaboration. Collaborate with other branches to align on trade lane strategies and support global opportunities. Conduct joint sales calls with colleagues from other branches, ensuring a coordinated approach to large customers and cross-border opportunities. Actively share and identify business opportunities across the network, enhancing the overall company performance.

**Operational Efficiency:** Ensuring the smooth and efficient operation of freight forwarding, transportation, Inland Haulage, coordinating and optimizing logistics processes, overseeing cargo handling, fleet management & managing warehouse equipment inventory. Address operational issues Ensure delivery of high-quality services to clients in cooperation with internal stakeholders acting as an escalation point and ensuring timely resolution.

**Client Relationship Management:** Building and maintaining strong relationships with key clients, stakeholders, and partners. understanding client requirements, addressing their concerns, negotiating contracts, and ensuring high levels of customer satisfaction. Maintain and develop relationships with new and existing customers by regularly visiting accounts and validating service levels. Provide timely and professional follow-up to customer communications, enhancing value-added services. ensuring adherence to company pricing guidelines while maximizing profit.

**Compliance and Risk Management:** Ensuring compliance with legal and regulatory requirements related to freight forwarding and transport, GDP Compliance, FSSAI, ISI, Managing customs compliance, trade restrictions, security protocols, and risk mitigation measures. and ensuring compliance with contractual terms, customs regulations, Inland Container Terminal, Sea Port authorities, industry specific inspection and certification councils.

**Market Analysis and Competitive Intelligence:** Monitoring market trends, competitor activities, and industry developments to identify emerging opportunities and potential threats, provide market intelligence to senior management and adapt strategies accordingly. Manage Ocean tariff templates, ensuring accuracy and timely updates. Rate Procurement & Negotiation, to analyze price sensitivity and profitability, making recommendations for revenue adjustments and margin improvements. To Collect, analyze, and distribute market intelligence to relevant teams, providing updates on rate trends, carrier behaviors, and market dynamics. Provide regular reports on procurement performance, rate competitiveness, and carrier utilization. Communicate effectively with regional and global teams, ensuring alignment on procurement goals and strategies.

**Collaboration and Coordination:** Collaborating with internal departments Sales, operations, and finance and overseas branches / WCA / GLA / Agents, Customs House Agencies, to ensure effective communication and coordination. Work closely with other regional managers and senior executives to align strategies and share best practices.

December 2015 – October 2024

**Sattva CFS & Logistics Pvt. Ltd, Bangalore**  
Business Development Manager

**Duties and Responsibilities handled:**

- To identify, establish and maintain continuous and consistent rapport with all heads / influencers of shipping lines, CHA, Freight Forwarders, Exporters / Importers in location, continuous engagement with them to secure container handling and inland haulage business into the ICD and ensure business flow is continuous.
- Conduct market research to identify large Importers and Exporters who require ICD services and share the findings with management. In conjunction with Senior Management methodically set monthly, quarterly and annual volume targets.
- Plan and execute marketing strategy in order to create and secure business opportunities and to build and maintain rapport, to coordinate and perform pre and after sales support.
- Take ownership and lead in compiling, preparing and submit tender or business proposal in a timely manner involving stakeholders to ensure competitiveness in solutions propositions and pricing structure ensuring that clients are provided proposals with competitive advantages and comprehensive services solutions satisfying their requirements.

- Develop and nurture professional and personal relationships with key resource and touch points across assigned client base, to visit customers on regular basis, discuss and understand their requirement, finalize commercials and conclude the business, visit each assigned client at a frequency determined by and consistent with business value and potential. Apply commercial judgment to identify and to undertake high level business activities to maximize corporate exposure and increase brand awareness. Client engagement to facilitate and ensure client satisfaction, business retention and opportunity development, to evolve client engagement tactics consistently strive to create top-of-mind awareness and identity for the ICD.
- To implement and manage the marketing strategies and activities. To exercise stakeholder engagement and develop strategic alliances with key constituency groups, state government boards, various industrial / export promotion associations, chamber of commerce, Plan and manage sponsorships with various trade associations, Oversee and organize the company's participation at trade shows, conclave and conferences.

August 2010 – November 2015

**Fast Way Worldwide Express Pvt. Ltd, Bangalore**  
Business Development Executive

**Duties and Responsibilities handled:**

- To handle corporate accounts assigned and enhance service levels as per company standards. To work with internal and external stakeholders to expand foot print, driving product awareness across relevant global team members, to assist in building the area pipeline, support team to optimize income and deliver growth are targets.
- Preparation of appointment plan, maintain and develop relationships with existing customers and prospect for new business with potential customers, To comprehend a clear understanding of customers businesses and requirements, to prepare customer profile after each client visit, negotiate contract approval and closure.
- To create and fulfills the design of contracts including scope of work development, assumption justification, operational plan development and pricing for new business. To prepare accurate, rapid cost calculations, request for quote management, to act as a single point of contact and provides as a resource to solve customer needs.
- To evaluate client and submitting the feedback form along with the credit application to the team manager for approval of credit as required, follow up with sales coordinators on timely quote submission, invoices and monitoring collection of payments.
- To enable and ensure Standard Operating Procedure (SOP) are fully implemented, and that any change to the operation is communicated and included in the SOP, To create, update and maintenance of timeliness accuracy of system updates for pre and post shipment documentation requirements.
- To resolve customer issues, concerns and requests, to initiate document and file handling, to effectively coordinate and support operation department including on site works whenever required, assist in providing legal contracts, preparing actual vs. budget reports, preparation and submission of sales report, and report submission to management.

September 2003 – January 2009

**Wilson Logistics (UAE) LCC, Dubai, UAE**  
Operations Executive – Trucking & Air Freight

**Duties and Responsibilities handled:**

- To provide operational leadership and direction to regional contract logistics operations at Dubai Cargo Village. To manage regional transportation / FMCG retail distribution operation covering day to day extensive distribution of FMCG products.

- Manage shipments from client's production facilities to satellite terminal and ensure timely distribution to dealers and retail outlets. Manage Resource Optimization: plan truck / drivers allocation for all 3 shifts - Managing fleets and drivers (company owned fleet & contract carriers) and control transportation, route and load consolidations. Ensure optimum vehicle / resource utilization and fleet maintenance, ensure safe and cost effective truck / staff deployments.

☐ To anticipate and plan resources / equipment requirements, prioritize routine inter-modal hub related freight forwarding operations – cargo deliveries, pick-ups, finalizing transportation order, transportation route planning, driver brief and de-brief, arranging equipment/warehouse labors. Strictly follow all relevant Health, Safety, Environment & Quality control procedures and instructions.

- To perform freight volume and load consolidation of LTL shipments for GCC Trucking. To plan and prepare truck load plans, oversee loading activities, preparation of road airway bills, cargo manifests, arranging customs inspection and sealing of trucks, correspondence with border clearing agents/destination offices for timely clearance.

- Air imports – included tracking and handling all aspects of import shipments, receiving pre-alert, file creation, tracking shipment, updating concerned parties, issuing arrival notice, Delivery Order, Cargo Receipt Verification, Liaising with DNATA, Dubai Customs, Chamber of Commerce and Carriers, Vendors, Billing and shipment status reporting.

November 2001 – July 2003

**Gati 3PL Private Limited,**  
Warehouse Executive

**Duties and Responsibilities handled:**

- Ensure that Receipts & Dispatches are properly coded, documented and accounted; conduct quality/quantity checks, report damages/short shipments, to supervise stacking/storage, to manage optimum stock levels and timely order processing as per customer metrics, conduct physical inventory counts, update and submission of inventory reports.
- Review Inbound Appointment Log and Open Order Report each day and plan accordingly. Organize in-bound and out-bound warehouse operation schedules. Evaluate stocks condition; maintain orderly work area and ensure safe & secure handling of inventory, facility maintenance and warehouse equipment's.
- To monitor post-distribution procedures -timely submission of delivery receipts, and timely clearance of waybills and preparation of monthly invoices. Implement effective control systems to document local distribution, inbound & outbound goods movement, back haul truck movement, etc. Monitor warehouse activities viz., loading, unloading, segregation, palletizing.

**EDUCATIONAL QUALIFICATION:**

Bachelor's Degree in Business Management (BBM)  
Bangalore University

**ADDITIONAL QUALIFICATIONS /CERTIFICATION COURSES:**

Customs Valuation Course: Dubai Customs - Dubai Ports, Customs & Free Zone Corporation

Harmonized Systems: Dubai Customs - Dubai Ports, Customs & Free Zone Corporation

Customs Services: Dubai Customs - Dubai Ports, Customs & Free Zone Corporation.