

# SURESH RAMAN

## PROCUREMENT / PRICING HEAD

Result-oriented professional with expertise in developing Procurement Management and Pricing solutions that contribute to top-line & bottom-line objectives and improve overall business results

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### EXECUTIVE PROFILE

- A result-oriented, energetic professional offering over 22 years of extensive experience in **Procurement Management, Tender and Contract Pricing / Procurement / Export Documentation / Logistics**.
- Skilled in directing 3PL owned distribution sites, **inbound-outbound logistics, freight, warehouse management, inventory control, and transportation network to deliver world-class logistics costs and customer service strategy**.
- Capable of partnering with multiple functional champions/stakeholders to drive system reliability & efficiencies; extensive experience in **Contractor/Contract Management, Transport Management, Distribution Planning, Routes, Risks Assessments, and Risk Mitigation Plans**.
- A skilled negotiator, resourceful in interacting with vendors/suppliers for efficient negotiations on price, delivery schedule, and other terms & conditions; capable of following-up on orders from the time of their inquiry till final delivery as per time & quality standards.
- Managed finalization, **negotiation**, implementation of key strategies and contingency plans with vendors for products and services; ensured strategies & plans are aligned with project requirements.
- **Established new processes & SOPs, procurement policies & procedures**, streamlined workflow, developed work environment to optimize resource & capacity utilization.
- Spearheaded **Tender Strategy / Pricing Analysts** with focus on pricing the tenders optimally & correctly; monitored the performance and took necessary action to generate the desired level of responsiveness to tenders and performance of Support
- Experience in sourcing from **domestic & global markets** and offering top performing solutions for purchase issues; automation of purchasing activities, leveraging standalone expertise in making timely decisions that positively impact results.
- Proven track record in implementing cost saving measures to achieve reduction in terms of procurement, pricing solutions.
- Expertise in managing operations with hands-on experience in executing various type of tenders for the organization.
- Successfully managed sourcing of materials and drove cost innovation through vendor development & negotiation, curbing rework & rejections.
- Rich experience in building & maintaining supplier relations, rationalizing, upgrading & evaluating suppliers, managing buyer processes, aligning business with suppliers and analysing reports.
- Excellence in devising & implementing innovative logistic, procurement & sourcing processes/ procedures as per organizational plan.
- Skilled in managing relationship with stakeholders while keeping them informed of progress and issues in order to manage expectations on all requirements and deliverables.
- Hands-on experience in **liaising with bidders with regard to negotiations** and with external agencies for **negotiations, preparation of tender/ contract documents, cost estimates, including billing, variation proposals**.
- A collaborative leader recognized for building & fostering high performing teams and driving cost-saving initiatives by identifying and solving logistical problems, gaining new business contacts, reducing transportation costs, coordinating staff, maintaining stock levels, and evaluating logistics performance.

### SKILLS & EXPERTISE

- Purchase Planning
- Procurement
- Price Negotiation
- Pricing Analysis
- Pricing Strategy
- Deal Structuring
- Bid Pricing
- Tariff and Rate Quotation
- Contracts, Tender Management
- Freight Transportation / Management
- Client Relationship Management
- Budgeting & Forecasting
- Revenue Management & RFQs
- Supply Chain Management
- Vendor Management
- Warehouse Management
- Logistics Management

Quick Learner ➡ Creative Communicator ➡ Collaborator ➡ Innovator ➡ Analytical ➡ Team Builder

- Developed Pricing strategies in-line with revenue management principles to get optimal revenue performance.
- Lead the development of new pricing and testing procedures in order to improve the quality and efficiency, in collaboration with others, reviewing various aspects of a pricing change and making recommendations for product, rate and /or rules changes.
- Provided an on-going review and improvements of pricing templates and processes for greater automation and accuracy.
- Identified and developed KPI's to measure, monitor and report performance and developed plans to course correct where necessary.
- Estimated requests based on accurate evaluations of owner-supplied specifications, terms and conditions, detailed or outline specifications, or following verbal instructions. This involved soliciting pricing from suppliers, consulting with shipyard personnel, contractors, regulatory bodies and trades, and applying general and specific knowledge of the work to be performed gained from experience and analysis, to determine man-hour and material requirements and calculate the overall costs for the project.
- Carried out calculations (e.g. areas, weights, lengths, capacities, etc.) to form the basis for estimates and used knowledge of Classification and Ship Safety Regulations to determine appropriate dimensions, materials, and equipment, if not specified.
- Developed and implemented pricing monitoring and portfolio management tools to drive performance of offerings.
- Developed and executed pricing promotional campaigns and constantly apply learning from past campaigns in a continuous improvement cycle.
- Assisted in conducting monthly and quarterly performance reviews for agreement portfolio with sales and product management teams
- Led proposal budget meetings, provide costs based on proposal design, and make recommendations to the Spoc team to develop a competitive proposal.
- Analysed trends in vendor pricing activity to determine correct timing of purchases and issued purchase orders and changes & Review purchase orders for compliance with corporate policy
- Led, directed, coordinated, and managed all administrative and operational aspects of the procurement Division.
- Developed strategy of Business Management, Core & Non-Core Carrier Competency, Scale-up Pricing New Market Development & fresh ventures Brand Alliance /Tender Pricing/Online Bidding.
- Developed contacts for bulk consignments, Coordinating with Shipping Lines/NVOCC/Feeder Operators' Pan India offices to secure the best competitive freight rates from preferred Shipping Lines for exports.
- Reviewed and established robust business processes with well-defined KPIs in line with organizational short term and long-term goals.
- Ensured compliance to SOP pertaining to day to day functioning of the organization Involvement in receipt/ filing of SOP for Keyed customers Ex-India including revision/ additional requirements of each project.
- Analysed each project specific requirement, have regular discussion with cross functional LOBs to drive a smooth way of delivery.
- Coordinated with Brokerage Team - necessary BoE filed on receipt of basic documents from Customer & Pre- alert doc from HWL- exports team.
- Coordinated Co-ordinate with Brokerage team - If any customs query, mis-match Doc - highlighted with Customer to collect necessary proof and submit with Brokerage Ops team for immediate clearance.
- Maintained Ocean freight & Brokerage billing - ensured for timely submission with customer thru Credit Control Team and monitored outstanding from customer, if any overdue - escalation to the management for further course of action.
- Developed wide service network through the branches for ensuring enhanced customer satisfaction.
- Successfully maintained excellent planning of mainly special equipment availability Pan India basis in Project. Enhanced profitability by hardcore negotiations with vendors and team for freight procurement activity.
- Handled the tasks of performing Support system training, quality assurance and configuration management
- Participated in development plans and proposal strategies with excellent co-ordination between Buying Houses, Vendors, Transporters, Clearing Agents, Shipping Lines.
- Ensured inquiries are converted into businesses with competitive rates followed by operational job processes in-order to ensure smooth business transaction
- Visited shipping lines frequently in-order to obtain competitive pricing and generated /compiled Rate inquiry status report by monthly sent to procurement director and built good relationship with Global network Own/Agents with smooth way of co-ordination.

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**Pricing Head****Prius Logistics Pvt. Ltd July 2017 – Oct 2020**

- Maintained Ocean freight & Brokerage billing - ensured for timely submission with customer and responsible for compliance of statutory obligations till obtaining licenses and assessment Orders, tender participations etc.
- Developed and executed profitable pricing strategies and business proposals in alignment with our company Purpose and strategy through partnering with, purchasing buyers, product managers and sales organization to assure integrated plus profit maximizing approach to market.

- Correspondence with domestic and overseas offices/agents for sighting potential business opportunities for the growth of the company.
- Negotiated with various shipping lines & ensuring smooth flow of cargo.
- Handled overall Office administration.
- Coordinated for smooth release of documents after the shipment.
- Developed new strategies to achieve sales and revenue targets for the company.
- Worked closely with a set of clients for business retention.
- Coordinated with Brokerage Team - necessary BoE filed on receipt of basic documents from Customer & Pre- alert doc from import team.
- Maintained positive relationships with customers through pre- and post-contract communication, ensuring that customers are completely satisfied.

## **Director Procurement Head,**

**Konark Shipping Pvt. Ltd June 2014 - June 2017**

- Developed cross-functional, and cross-product expertise in pricing strategy while getting exposure to a variety of high priority products and market expansion initiatives with good pricing strategy.
- Developed best practices for pricing and business terms, based on the improved use of data and market knowledge to support decisions.
- Led/supported the design of competitive pricing proposition for specific client pursuits, achieve an appropriate Konark Shipping Pvt. Ltd commercial return, and manage key risks – working closely with the pursuit leader, solution architect, legal, commercial, negotiations, risk, and independence.
- Assisted the Pricing in commercial pricing and costing to provide end to end commercial solution and Interacted with various stake holders to collate inputs for arriving at pricing Liaising with the transitions and operations teams to facilitate securing deals.
- Led the development of new pricing and testing procedures in order to improve the quality and efficiency, in collaboration with others, reviewing various aspects of a pricing change and making recommendations for product, rate and /or rules changes.
- Identified and developed KPI's to measure, monitor and report performance and developed plans to course correct where necessary.
- Estimated requests based on accurate evaluations of owner-supplied specifications, terms and conditions, detailed or outline specifications, or following verbal instructions. This involved soliciting pricing from suppliers, consulting with shipyard personnel, contractors, regulatory bodies and trades, and applying general and specific knowledge of the work to be performed gained from experience and analysis, to determine man-hour and material requirements and calculate the overall costs for the project.
- Carried out calculations (e.g. areas, weights, lengths, capacities, etc.) to form the basis for estimates and used knowledge of Classification and Ship Safety Regulations to determine appropriate dimensions, materials, and equipment, if not specified.
- Developed and implemented pricing monitoring and portfolio management tools to drive performance of offerings.

## **Sales Manager**

**Formag India Pvt Ltd Sep 2012 – June 2014**

- Handled operations & expanding the same across India and developed CIS and Eastern European trade lane.
- Handled Pricing and accountable for generating business and revenue for the organization.
- Prepared MIS reports and updating HQ on monthly basis and, developed new strategies to achieve sales and revenue targets for the company.
- Handled oversee the operations along with commercials which included- customs brokerage processes, as well as internal processes and procedures to ensure 100% service delivery to the client.

## **Sales Manager**

**Marinetrans India Pvt Ltd July 2008 – Aug 2012**

- Handled the Sales on Pan India Basis and developing New Trade Lanes.
- Mapped client requirements, visiting premier customers along with concern Marketing Executive on periodical basis and achieved Personal and Team Revenue and volume.
- Liaised & co-ordinated with different department heads enabled smooth functioning of processes implemented and with different ICD.
- Ensured smooth interface with agents on various matters, involved in the preparation of various MIS reports.

## **Sales Manager**

**Allcargo Global Logistics Limited Oct 2005 - June 2008**

- Handled the entire gamut of activities of sales in North America, made Individual sales call on regular basis and visiting customers along with concern Marketing team on periodical basis.
- Developed and implemented strategic marketing and sales plans to achieve business objectives.
- Developed and recommended product positioning and pricing strategy for sustainable long-term market share.
- Contributed to annual and gross-profit plans by projecting expected sales volume and profits.
- Achieved sales operational objectives by; preparing customer adoption plans, sales action plans, customer-service standards; resolved problems; completing audits; identifying trends; determining system improvements; implementing change.
- Prepared, reviewed & analysed periodic sales performance reports showing sales volume, potential sales and areas of proposed client base expansion.
- Monitored of Advance Cargo Declaration (ACD) and preparing various MIS reports on North American Trade Route.

## Sales Manager

LCL Agencies (I) Pvt. Ltd. Apr 1998 - Sep 2005

- Managed North America & Moscow Trade, handled cargo co-loaded with other consolidators and made Individual sales call on regular basis.
- Ensured smooth co-ordination with operation staff for cargo stuffing and loading and accordingly keep the client updated.
- Analysed Daily sales call plan submitted by Marketing Executive & performance thereafter, visited customers along with concern Marketing Executive on periodical basis.
- Monitored of Advance Cargo Declaration (ACD), oversaw the day-to-day functions for smooth running of the department, handled premier customers.
- Generated majority of the business from Imports business along with negotiating sales terms with Customers, and overseeing network partners.

## Executive Customer Support

Line: Cmb Transport Agencies (I) Pvt. Ltd. Aug 1996 - Mar1998



## EDUCATION

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**PG Diploma in Shipping & Export Management-** National Institute of Shipping  
& International Trade, Vishakhapatnam- 1997

**Post Graduate Diploma in Business Management,** K C College- 1996

**B. Com,** Mumbai University- 1995



## PERSONAL INFO

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Date of Birth - 16<sup>th</sup> Sept 1973

Nationality- Indian

Languages- English, Hindi

Interests –Traveling/Trekking, Playing Cricket