

Jacob Parackal

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Currently In Dubai Until 26th December 2013 on Visit Visa



SUMMARY

Business Improvement professional with over 5 years of international experience. Successfully build and motivate teams, design and implement business processes with a focus on growth and profitability. Ability to thrive in fast-paced and deadline-driven environments. Excellent business partnering and leadership skills.

EDUCATION

Master of International Business (MIB), August 2011

HULT INTERNATIONAL BUSINESS SCHOOL, London, UK

2011 (Ranked 27th Best Business School in the world by The Economic Times and **Ranked #3 in International Business by FT, 2012 Rankings**)

Bachelor of Science in Engineering

NATIONAL INSTITUTE OF TECHNOLOGY, Surathkal, India

(Ranked 8th Best Engineering School in the country by AC Nielsen-India Today)

PROFESSIONAL EXPERIENCE

ELECON ENGINEERING CO LTD, Corporate Office, India

2011-2013

Multinational public engineering firm employing over 10,000 people worldwide, Pioneers in Gears and Material Handling Equipments

Head Business Development (Customer Focus cell) (2012-Present)

Built and maintained a customer base of more than 500 Material Handling Equipment (MHE) business accounts valued at \$500 million in annual revenue via tender and bidding (Governments, Private & PP Accounts). Developed strategic plans to increase market share. Managed and Coordinated with 27 National Offices and 4 International Offices

- Increased the order book of EPC Contracts from \$400M to \$1.08B from 2011 to 2013
- Analyze collected data and report it to CEO
- Grew business at 13.5% compounded annual growth rate over two year period from US\$300 million to US\$500 million; extended net profit 46%.
- Managed new South American & North African Market, increasing sales by 200% over one year: 7.5M€ to 39 M€.
- Recruited and coached twenty-two sales managers, each who surpassed their department sales goals by over 10%.
- Creation of Lean project management to optimize inventory usage, timely deliverables to clients reducing the wastage by 23%
- Increased effective Operational Performance Ratio from 0.25 to 0.58

Achievements: Received Presidents Club Sales Award in 2012.

Increased sales of newest product by 17% overall and 40% for division in 2012

Technical Assistant-Vice President (2011-2012)

Assisting the Vice President in executing of order book and EPC Contracts through continuous research, GAP Analysis, Operational efficiency, Sub-unit analysis, Project & Cost Controls, Project Monitoring and Management

- Cost Control of \$40M per annum by eliminating redundant positions and project hedging
- Directly handling and analyzing data of projects worth \$300M
- Implementation of TPM through data analysis and interpretation (Total Performance Management)

- Member of EHS Committee (Environmental, Health and Safety)
- Penetrating South American Market by sharing of technological intellect with leading Canadian and Australia companies
- Designing short term and future sales forecast, marketing strategies

Achievements: Increasing the operational efficiency by Implementing of pull model approach by 22%

3M UK PLC, Bracknell, UK

2010-2011

A fortune 500 diversified company-employing 100,000+ worldwide.

Junior Business Process Consultant (Brand and Strategic consulting)

Brought in to explore innovative new revenue streams as office division market got stagnant and the company was losing out to cheaper products. Responsible for reviving \$9B Business

- Increased the control over inventories and successfully managed to decrease the wastage by 16%.
- Established supply chain with Intelligent vending machine company and successfully negotiated the contract
- Increased the revenue stream by 92% and bottom line by 42%
- Creating of Strategic gains, New Distribution and Revenue Stream
- Establishment of Supply Chain Management
- Innovating the new ways to increase revenue
- Planning of a project plan giving an outlook of the company in the near future

Achievements: Provided key Insights and strategic growth division plan (Office Supply division) to grow at 18% YOY for next five years

THE COCA-COLA COMPANY - Bangalore, India

2009-2010

A fortune 100 diversified FMCG company with annual turnover of \$36B

Internship (6 months)

The key responsibility was brand positioning and public relation

- Implemented global strategies at local level
- Managed PR accounts with various Media
- Working with external agencies to design and innovate forthcoming campaigns/events and promotional material to ensure timely delivery and quality

Achievements: Open-Happiness PR in Indian Market

GOOGLE - Bangalore, India

2008-2009

A fortune 100 IT Major corporations with \$50B annual turnover.

Internship (6 months)

The key responsibility was to acquire customers for Google ad works and integration to BlogSpot

- Implemented new measures in Online digital and educated the customers regarding benefits of new media marketing
- Reconciled and submitted finished and closed by orders and submitted to the accounts due manager.

Achievements: Created and managed a portfolio of \$2.8M and penetrated into retail market

ADDITIONAL INFORMATION

Languages: Fluent in English, Hindi, and Gujarati

Affiliations: Rotaract Club, Hult Consulting, and Travel Club

Additional Courses: Competitive Strategy from Institute for Strategy, Technology and Organization, Munich School of Management, LMU Munich under Prof. Tobias Kretschmer

Technologies: MS Word, Excel, PowerPoint, Mail Merge, Oracle and Salesforce.com