

## RANA GOSWAMI

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***Sales & Marketing • Business Operations • Commercial & Contracts Management • International Contracts • Key Account Management • Marketing Communications • Strategic Planning • Strategic Management • Client Servicing • Relationship Management • Team building and Team Management***

**Synopsis:** Accomplished Business Head offering over 24 years of experience in Heavy Earth Moving Machinery, Material Handling Equipment, Mineral Processing Technology and Process Equipment industries. Currently designated as **Senior Dy. General Manager** with MBE Coal & Mineral Technology India Pvt. Ltd. Advanced skills in sales & marketing and techno-commercial decision making, leading team members in project marketing, business operations, key account management, strategic planning, marketing intelligence, brand management and client support.

- Expertise in planning & implementing innovative sales programs/ strategies and business development plans to improve product awareness and ensure profitability, revenue and market share growth for Indian and International market.
- Adroit in providing strategic direction, forecasting & formulating budgets to achieve business excellence, negotiating deals closure for smooth execution of sales & order processing.
- Well versed in handling high value mechanical equipment including heavy earth moving equipment, mining & construction equipment, industrial pumps, machine tools and also mineral & coal processing technology.
- Insightful leadership qualities gained through diverse industry and functional experience.
- Well versed in preparing high value project and equipment tenders and Risk Analysis.
- Adept in analyzing business requirements, business transformation through various business critical frameworks to introduce multiple business process, systems and governance parameters.
- Proficient in streamlining distribution & dealer network, conducting competitor analysis, evolving market segmentation & penetration strategies and implementing advertising & sales promotional activities.

### Career History

**MBE COAL & MINERAL TECHNOLOGY INDIA PVT. LTD. (Formerly Humboldt Wedag Coal & Mineral Division)**  
**Sr. Dy. General Manager -Marketing & Sales (Feb 2010 onwards)**

**Key Profile:** Leading as the Business Head on all India basis to steer business development, brand management activities and overseeing the budgeting & financials and controlling expenses within budget.

- Working as **Business Head of Coal & Mineral Beneficiation and Centrifuge Business** on all India basis of world known Humboldt Wedag brand. This includes Project marketing of coal & mineral beneficiations on EPCM & non EPCM basis, marketing of equipment (Screens, Crushers, Roller Press, Ball Mills, Hammer Mills, Classifiers, Scrubbers, Vibrating feeders, Slurry Pumps, Jigs, Hydro Cyclones, Crushers, etc.) and also Centrifuge machines for Water Treatment plants, Effluent Treatment plants and Fuel Treatment plants and also Operation & Maintenance of Process Plants.
- Involved in business, marketing & pricing planning and analysis, forecasting & strategy planning, B2B business development, negotiations, techno-commercial discussions and marketing communications.
- Visionary Team management for channelizing team force and achieving goals in given time frame.
- Setting up the target and closed monitoring of the same for the team and providing necessary support.
- Diligently quoted and drafted project tenders and risk analysis reports for efficient business utility.

### Accomplishments:

- Enhanced order booking in Coal, Mineral & Centrifuge business areas by more than 15% and sales by more than 22% compared to last financial year.
- Enhanced business in Mineral Processing division more than 200% since taking charge from 2011.
- Achieved doubled than target sales figure for last financial year and overshoot the target figure for current financial year.
- Promoted as Dy. General Manager from Asst. General Manager on year 2014.
- Promoted as Business Head of all three business verticals viz. Coal, Mineral and Centrifuge divisions in yr. 2018.
- Promoted as Senior Dy. General Manager in 2019.
- Promoted to look after International Sales along with Indian market for Coal, Mineral & Centrifuge business in 2019.

**P&H MINEPRO SERVICES**  
**Area Sales Manager (2003 - 2010)**

**Key Profile:** Responsible for business development and brand management activities across India for leading brand of heavy earth moving machineries, P&H - Shovels, Dragline and Blast Hole Drills.

- Involved in business analysis, pricing & data analysis, forecasting and business, market & strategic planning.
- Responsible for B2B business development, formulating pricing & negotiation strategy, customer negotiations, techno-commercial discussions and marketing communications.

- Responsible for risk analysis and preparing quotation against high value equipment tenders for procuring quality equipment after efficient budgeting and cost analysis
- Pivotal members in a team of 5, selected by corporate head HR at P&H's head office at USA, formed worldwide for designing 'Employee Development Roadmap' for worldwide implementation in P&H

#### **Accomplishments:**

- Enhanced sales from US\$ 5million to US\$ 20 million and optimized business activity by 30%.
- Pivotal in conceptualizing and implementing the advance ordering concept in Indian Operations; subsequently the same model was followed by most of P&H operations in other countries.
- Developed a pricing model for creating a price shocker and enabling a constant margin from any sale.
- Received Best Support of the Year 2005 (2005).
- Received 1st Prize in Business Quiz Competition and 1st Prize in Power Bowling in Milwaukee, USA in 2004 as organized by P&H, USA.

#### **VOLTAS LTD.**

#### **Sr. Sales Engineer (2001 - 2003)**

**Key Profile:** Responsible for managing institutional sales & business development activities and sourcing new business opportunities for high value mining & construction equipments (shovels, dumpers & crushers).

- Involved in sourcing new business opportunities, budgeting and also prepared project and equipment tenders for Govt. & Non-Govt. customers.
- Developed & maintained sound business relationship with prospective clients and existing customers, ensuring customer satisfaction through quality service delivery.

#### **Achievements:**

- Pivotal in attaining department target on year on year basis.
- Developed database for tracking information on competitors' analysis, market trend, customers' requirements & feedbacks, pricing including market penetration, product placement & awareness.

#### **TEGA INDIA LTD.**

#### **Product Engineer (1999 - 2001)**

**Key Profile:** Coordinated with the Design, Production and Sales departments for handling Wear Components consisting of Specialized Rubber, Poly Urethane and Polymer Liners and Air Blasters.

- Handled sales and sourced new business opportunities for screens, wear components and conveyor systems across Mining, Steel and Cement sectors.
- Accessed customers' requirements and provided customized products.

#### **Accomplishments:**

- Received SBU wise 1st prize for recording highest business development in 2000.

#### **ARCUM ENGINEERING PVT LTD.**

#### **Sales Engineer (1996 - 1999)**

**Key Profile:** Steered sales and marketing of Screw pumps of Colfax Pump Group consisting of Allweiler, Houttuin (twin screw) IMO AB (three screw), IMO USA & Warren (specialized in Naptha pump). Handled sales and marketing activities of Blast Furnace accessories for integrated steel plants and high value Industrial Fans of M/s. Howden Co. Ltd. used for different applications across Industry.

#### **Projects**

- Handled an entire project to find out strategies & opportunities in Material Handling Industries in Voltas.
- Presented project to evaluate changing the marketing strategy from Direct Marketing to Network Marketing in Tega India Ltd.

#### **Professional Development**

- Advanced Product training of new range of Shovels at Milwaukee, USA (2007)
- Product Training on Shovels & Drills and Negotiation Skills at Milwaukee, USA (2004)
- Attended workshop on Negotiation Skills, Customer Satisfaction, Personal Effectiveness and Financial Management
- Attended training program in BBC for Polishing Presentation Skills.
- Vocational Training at Jessop & Co. Ltd., Kolkata and IISCO, Burnpur

#### **Academics**

2002	M.B.A. (Marketing / Finance)	IMT, Ghaziabad
1998	A.M.I.E. (Bachelor of Engg. Mechanical)	The Institution of Engineers (India)
1993	B. Sc.	University of Calcutta, West Bengal

Diploma in Export Management - Indian Institute of Export Management  
P.G.D.C.A. - Software Processing Center

### Other Distinctions

Stood 1<sup>st</sup> in Mechanical Engineering among all Engineering disciplines in West Bengal & 2<sup>nd</sup> in India, in Bachelor Engineering Degree in 1998.

### Association with Indian Institute of Foreign Trade (IIFT) as Faculty

**Associated with Indian Institute of Foreign Trade (IIFT) Kolkata over Eight (8) years with following activities:**

- Created course material in the year 2018 on "Management of Global Sourcing" paper and conducting as course coordinator from 2018 to present for both Full time and Part time MBE program at IIFT.
- On 2019, conducted several training programs on Logistics Management, Multidimensional Transport Systems, Risk Analysis, Analytic Hierarchy Process, Export Documentation & INCOTERMS at MSME on behalf of IIFT as a corporate training program.
- Conducted training program on "Understanding of Doing Business in foreign country" at West Bengal Micro, Small & Medium Scale Industries on year 2018 on behalf of IIFT as a corporate training program.
- Conducted On line course on "Global Tendering" of IIFT for last three consecutive years.
- Conducted "Global Tendering, Contracts Manufacturing and Doing Business in other countries" for both full time, part time and on line course over last four years.
- Conducted training program on "Contracts Management" at TATA Steel on year 2016 on behalf of IIFT as a corporate training program.
- Invited as Keynote speaker for industry professionals in several seminars and training programs from year 2016 onwards.

**Apart from above, following are some research activities that was presented in professional job:**

- Presented paper on Removal of Silica from Bauxite ore in 7th International Bauxite, Alumina & Aluminum Conference (IBAAS) in 2018.
- Published paper on recent process design solutions for the use of JONES® WHIMS in the field of different iron ore applications XXVI International Mineral Processing Congress (IMPC) at Australia on year 2012.

### Personal Particulars

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| • Date of Birth        | : | 22nd October 1971   |
| • Languages Known      | : | English, Bengali, Hindi, French and German (beginner level) |
| • Computer Proficiency | : | MS Office, Access, Lotus Notes, PAL & GroupWise             |
| • Marital Status       | : | Married   |