**CURRICULUM VITAE**

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Professional Qualifications**:** ***Bachelors in Architecture & Interior Design***.

***Key Competencies, Skills, Aptitude & Project Highlights***

* **Self-motivated**, Confident Professional with a **Techno - Commercial Acumen**.
* **Competent, Multi-tasking, Able** to **Secure**, **Execute** and **Manage** projects independently.
* Qualityconscious, **Target oriented** with a total **Experience of 25 + years as a Senior Management Professional in the Architectural / Interior Design / Fit Out / Furniture industry.**
* Skills – Proactive, Organizational, Analytical, Interpersonal, Numeracy, Team Player & Diplomatic.
* **Excellent Influencer** at all organizational levels & the ability **to develop credibility** with senior management & decision makers, while exuding **corporate business image** with high standards of conduct.
* **Executed the mega project @ Discovery Gardens Dubai – 56 no’s Medium rise towers – Complete Joinery, Wardrobes, and Modular Kitchens – Value: 56 Mil Aed.**
* **Project Manager for HRH Sheikh Maktoum’s Palace @ Zabeel Dubai – Value – 60 Mil Aed.**
* **Mall Retail & F & B Fit out & finishing Specialist –** Various projects in world class malls in Dubai & Doha.

***Professional Experience***

**PROFESSIONAL EXPERIENCE:**

**Company: ELECTROFOS INTERIORS – Dubai, UAE & Doha, Qatar.**

**Position: OPERATIONS MANAGER. Period: May 2012 – Present Day.**

***Responsibilities*:**

* **Complete accountability of Interior Fit out Projects – Retail, Office, F & B.**
* **Responsible for making the company amongst the top 10 preferred fit out contractors list in Doha Festival city mall.**
* Project Highlights – **3500 m2 Luxury high end office fit out** for Al Naboodah family offices @ **10 Mil Aed**.
* **Successfully opened premium outlets in Mall of Qatar and Doha Festival city –**
* **Retail - Bridgewater Chocolate, Reebok, Cellini Signature, Only Roses & Cocoon.**
* **F& B fine dining restaurants - 800\* Pizza, GRK Greek, Texas De Brazil, etc.**
* As OM I was **responsible for profitability** of theInterior design - Fit out & Furniture division.
* Involvement Right from the **Inception** of the business idea to the **complete company set up** and the final smooth operations of the interiors business. **C2C** i.e. **Concept to Completion**.

***Interior Design, Fit Out, Finishing & Project Management Activities:***

* From initial **Company Formation** & set up to **Creating** **Departments** such as Design, Sales, Accounts, Estimation & Projects Execution and recruiting for the same to **build a team**.
* **Controlling complete Site operations & performance of / staff / vendors / subcontractors.**
* Attend site meetings / **trouble shooting of issues** / Client – Consultant – Contractor interface.
* Execute all **finishing works** such as Gypsum / Painting / Marble / Joinery / Tiling for luxury projects.
* Personal interaction with **HNI** (high net worth individuals) & special focus on **corporate clients**.
* Ensuring that all projects are adhering to **agreed budget** while **meeting deadlines** &

**No Compromise on Quality** or the values & standards set by the company.

* Coordination Activities - with Architectural & Interior Design consultants, Real Estate companies, Specialists such as **MEP**, Firefighting, Structural, **Mall management**, Government, Municipality etc.
* Design & Sales - **Pitching** for interior design and fit out projects / preparing exclusive design proposals.
* **Financial Aspects** - Planning, **Budgeting,** Payment recovery with Overall P & L responsibility.
* Project Execution - Smooth operations, **Site management**, Timely completion & **customer satisfaction**.
* Thailand Projects- Chain of **Fine Dining Indian restaurants**, Tailoring Boutiques & **high fashion stores**.

***Luxury Furniture, Business Development & Showroom Activities:***

* Identifying Dubai as a **potential market** for high end Furniture - sourcing luxury products from Turkey with a **superior Europe equivalent quality & finish**.
* Selection of properties for ideal location of showrooms – standalone shops as well as Malls.
* **Building and Designing** the showroom for a **grand display** to showcase the international brands.
* Selection of **Unique products** – First time in GCC such as **Remote controlled sofa sets**, Racing Car styled Kids beds, Waterproof & stain proof fabrics & a wide range of classic & contemporary furniture to suit various customer needs & preferences under one roof.
* Tie-Ups with well-known Turkish brands such as ISBIR bedding, SABRINO, KOCHAK, SKM, TITI, Etc under the **Turk Quality Program & acquiring exclusivity for the UAE region.**
* Overall Management from Selection, Ordering, Shipping & Warehousing was all in a day’s work.
* Devising various **Sales & Marketing strategies** and promoting the business via **Online Digital Media** agencies such as Groupon, Hit the deals etc.
* **Advertising campaigns** through various print media via magazines, newspapers, flyers etc.
* Recruiting, Mentoring & Training staff to ensure loyalty and long term retention. .
* Tie-Ups with local vendors for allied **Interior Finishing Products** such as Paints, Wallpapers, Carpets, Floorings, Gypsum works & Accessories etc. supplied and installed at project sites.
* Participating in various Events, Fairs & Exhibitions to build and **promote the Brand**.
* Overall support, Training, Motivation to all Design, Sales, Accounts & Delivery teams to **achieve targets**.
* Acting as an in-house Designer/Advisor/Consultant for all real estate/construction projects of the group.

**Company: ALMUFTAH Interiors & Carpentry– Doha, Qatar.**

**Position: Business Development Manager. Period: Oct 2009 to Oct 2011.**

One of the most trusted and reputed groups of Qatar having its presence in Retail, Jewelry, Construction

Etc. – **I was chosen to lead the Interior and Carpentry division**.

***Responsibilities*:**

* My responsibilities had no boundaries- From ensuring **returns on the stakeholder’s investment** to **Acquiring projects** to the **final profitability** of the division – It was all in a day’s work.
* Develop and deliver Project Reports, Business Plans, & assess the potential of profitability, by defining the **project deliverables** that support the **business goals** in line with the **management’s objectives**.
* **Overall Management of the Joinery Factory, Showrooms, Staff, Value Engineering, Coordinating with the HO departments like Finance, Audit, IT, Stores HR etc.**
* To Define Project success criteria, **Delegate tasks** to involved parties throughout the project lifecycle.
* **Track project milestones**. Manage changes, identify potential crisis & **devise contingency plans**.
* To **lead the sales team** and secure the business by forming **strong professional ties** with various consulting and contracting firms as well as local individual clients.
* Dealerships for new age, **Green/LEED certified products** such as Specialized Roof Coatings, **Decorative resin floors**, Stamped Concrete including imparting training for installations.
* Dealerships for various decorative products such as **Remote-Controlled Glass**, Hand-tufted Carpets, Wall Papers, Lighting, and Water features, etc.
* To **lead the team of project managers** & allied sub-contractors and ensure timely completion of projects.
* The tenure saw the successful acquiring & execution of some **luxury residential & commercial interior** projects such as jewelry showrooms in the **Pearl Qatar** & **City Center** and numerous local villas & offices.
* **To Supervise & Guide** the Internal divisions of Design, Estimation, Sales, Production, Procurement etc.

**Company: B & B ITALIA – Contracts Division - Dubai Branch, U.A.E.**

**Position: Business Development Manager. Period: March 2008 to April 2009.**

The world renowned and Italy’s no 1 furniture brand started its operations in Dubai as HQ office dedicated

Exclusively for the project sales and marketing of Furniture and Interior Contracts Division.

***Responsibilities*:**

* As BDM my duty was to ensure its **profitability** and oversee the complete activities of **Acquiring Projects** via sales and marketing up to final execution.
* The major project handled included the famous **Greg Norman’s** project – Fireside – the custom fit out of 60 grand villas at the **Jumeirah Golf Estates**.
* Introducing the contracts division via presentations to **Dubai’s premier design** firms such as Gensler, HOK Canada, RMJM, KLD, HBA, DWP, WCQ, JRHP, CRA, Schweger etc to get products specified.
* And through these **generating project enquiries** for **complete interior fit** out as well as **project furniture** supplies and installations.
* **Assisting the designers** through product selection thereby finalization of designs and preparing quotes in sync with their requirements for final approval.
* Placing orders with the factory at Italy to ensure **timely deliveries**, whilst coordinating with local sub-contractors for civil and MEP works.
* Solely responsible for the launch of the **Project Collection** – the premium range of Executive Office furniture – through the **Office Expo 2009** at the World Trade Center - DUBAI.
* Participation and organization of seminars with the likes of designers like **Jeffrey Bernett** and handling all related press and media coverage.
* As a regional head office, we formed an **important point of contact** between the various dealers throughout the Middle East in terms of providing them with support related to products, design & pricing.
* Overall the tenure saw a successful **design and implementation of sales and marketing strategies** and developing and managing **strong client relationships with top design & contracting firms.**

**Company: LANDMARK GROUP – Foods & Hospitality division – Dubai, U.A.E.**

**Position: Project Manager Period: February 2007 to March 2008.**

Formed under the visionary guidance of the **Legendary Mr. Mickey Jagtiani** – The division was involved in the creation of **Fine Dining Restaurants.** Tie- ups with **International Food Brand Chains** such as **The Meat co, Mango Tree,** BazarKhan, Ushna, etc,

The prime projects executed, included the opening of these **Flagship Outlets** in the **Iconic Burj Dubai** – Old Town Island – Souq al Bahar next to **Dubai Mall**.

***Responsibilities*:**

 Total participation in **Commercial**, **Technical**, **Design & Execution** aspects of **Restaurant Building**.

 **Selection of properties** for various food concepts & Liasioning with Landlords like **Emaar** for lease & Approvals from Dubai Municipality as per **mall regulations**.

 **Appointing Designers & Contractors** apt to suit the requirements of the concepts.

 **Synchronization** between the main contractors for fit out & sub-contractors for specialist services like lighting & sound design**, POS systems**, Dimming systems, **MEP** etc.

 Translating designs, from dreams on paper, into reality, was a challenge, especially coordinating with foreign designers like **JCJ Architecture – USA**, & Steve Leung Associates from Hong Kong.

 Preparation of the **Project Program** to identify & order the **Long Lead** items such as kitchen equipment and specialized items like lights, chandeliers, wall paper, wood floors, loose furniture and artifacts etc..

 The execution of the kitchens involved the installations of highly specialized equipment’s particularly the **Air Extraction Systems** in adherence to mall standards.

 Preparation of **CAPEX** statements with periodic updating & **controlling the project cost** by means of **Value Engineering** and sourcing alternative materials and suppliers.

 Handling all **Approvals for Material Submittals** & Shop Drawings from contractors.

**Company: ENGINEER’S OFFICE – DESIGN DIVISION – Dubai, U.A.E**

**Position: Project Manager. Period: November 2005 to January 2007**

Established in the 70’s, this was the brainchild of **His Royal Highness Sheikh Mohammed Bin Rashid Al Maktoum**. The company is engaged in various Architectural & **Interior Design Projects** which are **Exclusively for His Highness and the Royal Family.**

***Responsibilities*:**

 Exposure to **Executing Royal Projects** has **Added new dimensions** to my profile.

 The tenure involved the successful execution of some **Fast track jobs** like various **Palaces, Majlises** including a **Camel racing stadium**.

 Some projects involved the installation of **highly specialized equipment** like **Bowling Alleys**, Home Theatre Systems, **Electrical Dimming Systems**, Water features etc,

1. **Adding Value** to projects by **design inputs** & **foresight** in ordering **long lead items**.

 The **near perfect execution** has taken my project management skills to a **new high**.

 As PM, I formed a **vital link** between the internal departments such as **Design**, **MEP**, **Construction**, Procurement, Facilities, Landscape, **QA / QC**, CAD, **setting out** etc.

 The position called for a high degree of **integrity & confidentiality** combined with the usual Levels **of Efficiency & Experience** required to execute such jobs.

 The projects involved, dealing with suppliers of **top of the line products** and contractors able to achieve a **superior finish** suitable to **Royal Standards**.

 Compiling program of works & **Responsibility matrix**, **Maintaining projects log** & **Specifying products** were part of daily routine.

**Company: ETA (Emirates Trading Agency) – Kitchen House – Dubai, U.A.E.**

**Position: Project Manager. Period: May 2003 to October 2005.**

ETA - **Al Ghurair** group, a pioneer inConstruction, Real Estate, Shipping, Travel, Consumer Electronics. I was selected **to spearhead** the chain of new showrooms brand **Kitchen House**.- A novel concept which offered complete **Design & Build interior design** solutions under one roof.

**Responsibilities:**

1. To Develop, **Create &** **Market** the brand **KITCHEN HOUSE** as the 1st **kitchen superstore** in UAE offering World Class Kitchen Cabinets and Appliances.
2. To achieve this - **C 2 C** - Concept to Completion program was devised offering services from

**Initial Concept Design** to **Final Execution.**

1. To **liaise** with various **project consultants,** maintain accounts, ensuring a constant **inflow of business,** keeping track of the local market developments.
2. To administer & monitor - complete activities of the **chain of showrooms** & inspire the staff to **achieve targets** & **results, by ensuring smooth supplies & installations.**
3. To provide **optimum planning & design solutions** for all the projects received.
4. Bidding for major projects from developers like **EMAAR, NAKHEEL.** Quoted for projects **like Jumeirah beach residence**, **Palm island**, Emirates hills, Arabian Ranches etc.
5. Tie-ups with brands like **ASTRA- Italy,** SCHWABENHEIM -Germany, FOTILE - China, for modular kitchen cabinets & **ARISTON & DELONGHI - Italy**, for built in appliances.

1. To **design**, **market**, & **execute** complete state of the art **built in kitchens**, imported or locally fabricated to suit individual customer requirements by **overlooking operations** from **Designing**, **Creating Brand awareness**, & executing with a **Personal Touch.**
2. To achieve targets through everyday **Retail Sales** of individual villa & apartment kitchens as well as through **projects** of **Residential** **& Commercial Towers &** **Villa Complexes**.
3. Handling all PR, Media and Advertising.
4. Executed the mega project @ Discovery Gardens – 56 nos Medium rise Towers – Complete Kitchens & Wardrobes – Design, Approval, Production, Installation over a 5 km site.

**Company: P.S.DESIGNERS, Mumbai, India**

**Position: Senior Architect & Interior Designer. Period: May 1996 to April 2003**

The company formed in 1995 is engaged in executing Architectural and Interior design projects on a Turnkey basis. Through its many Residential and Commercial Projects, it has built a Reputation for **Excellence in Design,** Organized Execution and Timely Completion of Jobs.

***Responsibilities*:**

* **Leading the Team** **of Designers** to prepare the designs & drawings to the **Satisfaction of the Clients.**
* Meeting Clients, **Approvals** from authorities like Municipal Corporation, Public Works Department etc.
* **Co-coordinating with Allied Agencies** such as Civil, False Ceiling, Carpentry and Painting Contractors.
* **Negotiating with Suppliers** of specialized services like Sanitation, Plumbing, Electrical, & Air conditioning etc. & to **ensure timely supplies** for Smooth Functioning of Projects.
* Keeping track of new products entering the market helps to incorporate the **latest technology**, leading to superior finishing products, overall enhancement of the project and **Value for money** to the client.
* **Supervision of sites**, preparation of bills & organizing payments are part of daily routine.

**Company: M/s K. THOMAS AND ASSOCIATES, Mumbai, India**

**Position:** **Architect & Interior Designer. Period: November 1995 to March 1996**

This well- known firm based in New Mumbai is engaged in various architectural and interior design projects. This tenure was also a part of the academic curriculum.

***Responsibilities*:**

* **Designing** the **exteriors and** **interiors** formed the major portion of the daily routine.
* Preparing the plans, elevations, views & other detail drawings with specifications.
* Periodic **Supervision of sites** and submission of site reports.
* Coordinating with contractors & explaining drawings & specs to ensure **speedy works**.
* Overall **management** of the office and site matters.

**Company: DREAM KITCHEN, Mumbai, India**

**Position: Interior Designer. Period: May 1989 to May 1995**

The company specializes in the manufacture of **modular kitchen and office furniture systems** based on **German** technologies (CKD).

***Responsibilities*:**

* Visiting the sites and **preparing layouts** as per our product sizes and specifications.
* **Negotiating orders** and translating customer requirements to shop floors.
* Coordinating with the workshop for delivery & **Installations of the modular furniture.**
* Designing product range & **developing new designs** to keep ahead of the competition.
* Establishing brand value via unique **Marketing strategies**, dealer network & participating in exhibitions.
* Offering personalized attention to customers through dealers like **AKBARALLY’S**.

***Training***

**TRAINING**

* **Quality Improvement Program** (**QIP**): Advanced building construction technologies in June 2000.
* **NASA competition:** Surveys were conducted to prepare the town plan of Allepey – Kerala, with a **water front architecture** theme. The **Louis Kahn Trophy** was awarded to the project.
* **Thesis** - **Indigenous** **Construction Technology -** organic and environment friendly architecture.
* Courses in **VaastuShastra & Fengshui**.
* **LANDMARK FORUM – A brain washing, heartwarming, eye opening & soul awakening experience.**
* **Chemical floors installations such as Stamped concrete, Decorative resin - Elitecrete USA.**

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