



Dr. RAMESH BAIRI

Managing Director | Leadership | Strategy | Growth | Business Head-Distribution

An articulate, persuasive, and competent professional with over three decades of prodigious experience in International Business Development, Sales & Marketing, Business Strategy, Market Intelligence, and Retail Account Management within the consumer electronics and domestic appliances industry. Seeking to pursue a career in the upper echelons of an esteemed organization to apply my expertise in strategic account management, e-commerce mastery, and retail network development to lead a dynamic organization towards achieving unprecedented milestones, fostering global brand partnerships, and consistently expanding market reach, ultimately establishing the company as a market leader in the industry.

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SKILLS

- Strategic Leadership
- Corporate Governance
- Market Entry & Expansion
- P&L Leadership
- Commercial Strategy
- Pricing Strategy
- Leadership Development
- ESG & Sustainability Governance
- Ethics & Stewardship
- Risk & Compliance Oversight
- Board & Independent Director Readiness
- Boardroom Communication

KEY STRENGTHS

International Business Development:

Skilled at identifying revenue-generating opportunities and cultivating long-term customer relationships. Expertise extends to planning and executing international business ventures with a focus on pricing and payment terms, conducting competitor analysis, and mapping market trends for market share expansion in diverse regions.

Key Account Management:

Proficiently managed and developed business turnover with key accounts and power retailers, particularly with Carrefour, Lulu, Electro Specialist (including Sharaf DG, E-max, Better Life, Virgin Mega Stores, Union Co-ops, and ADD Cops), as well as major e-commerce platforms such as Amazon, Noon, Mumworld, First Cry, and various other marketplace platforms.

Promotions and Marketing:

Proven capability in setting and recognizing sales targets, developing promotional activities, enhancing merchandise quality, and analyzing market trends. Instrumental in organizing market surveys, collating sales trends, and using insights to formulate future marketing strategies. Proficient in overseeing Above-the-Line (ATL) and Below-the-Line (BTL) advertising activities.

Strategic Planning and Execution:

Proficient in strategizing and projecting targets for both the team and the organization, demonstrating an aptitude for goal alignment, budgeting, and driving growth strategies. Effective in overseeing all aspects of business operations, optimizing profitability, and establishing brand awareness through well-planned media selections.

Product and Brand Management:

Contributed to short and medium-term product strategy formulation, overseeing inventory levels, and managing the Purchase/Sales/Inventory (PSI) for a brand portfolio. Skilled in developing implementable go-to-market plans, product segments, portfolio management, marketing, and channel strategies.

Channel and Distribution Management, Franchisee Development:

Recognized and established strong channel partners for market penetration, providing training and guidance for performance improvement. Facilitated productive interactions with key account teams and power retailers, collaboratively planning product portfolios and marketing strategies.

EDUCATION

Hon. Doctorate in Business Administration (DBA)/PhD

Kennedy University,
Paris, France & USA.

2025

M.Com.

Mumbai University, Mumbai, India

1995

MBA (Marketing)

University Department of Management Sciences,
Pune, India

1997

PGDFT (International Business)

Symbiosis Institute of Management Studies
Pune, India

1997

CERTIFICATION & TRAINING PROGRAMS

Certified "Connected Leadership" from Yale University on Coursera.

Certified "Exercising Leadership: Foundational Principles" from Harvard University on edX.

Training on "Bullet Proof Manager" on Management Skills: Core Competencies evaluation, Communication, Customer Service, and Negotiations & Employee Motivators, by Crestcom International.

Training on sales modules in Distribution Expansion, Maintenance of Data Files, Effective Communication, Relationship Building, Leadership, Problem Solving, Implementing Company Values, Vision & Goals, National Institute of Sales.

ACHIEVEMENTS

Remarkable Business Growth Achievement: Spearheaded an unprecedented growth trajectory, elevating a 6 million-dollar business to an astonishing 100 million dollars.

Financial Excellence: Distinguished for achieving excellence in gross margins, top-line and bottom-line growth, and delivering remarkable returns on investment (ROI).

Retail Account Expansion: Specialized in establishing partnerships with major retail giants, including Carrefour, Lulu Group, Home Centre, Sharaf DG, Virgin, and Union Coop, significantly expanding the company's retail presence.

E-commerce Mastery: Demonstrated unparalleled proficiency in high-profitability operations across leading e-commerce platforms such as Amazon, Noon, Mumworld, First Cry, and numerous other marketplace platforms.

Outstanding Performance Recognition: Received the Excellent Performance Award for substantial contributions, including enhancing retail systems, driving higher sales, adding new outlets to the company database, and executing successful Marginal Outlets Projects.

Expansive Network Development: Played a pivotal role in developing extensive retail networks, strengthening relationships with power retailers, expanding the dealer network, opening 32% of new outlets, and enhancing institutional, franchisee, and vendor development.

Impressive Growth Achievement: Attained an impressive 52% cumulative growth over the previous year, a testament to strategic acumen and relentless dedication.

Global Brand Acquisition: Successfully secured distribution rights for world-class brands in the MENA region, further enhancing the company's portfolio.

Sales Process Optimization: Contributed significantly to the streamlining of sales functions and operational aspects of the sales force, enhancing efficiency and effectiveness.

Global Market Exposure: Garnered invaluable exposure by visiting prominent trade fairs such as IFA-Berlin, China, and various trade fairs in the UAE, fostering international industry insights.

Consistent Growth: Achieved a remarkable 30% cumulative growth over the previous year, underscoring a commitment to sustained.

Global Market Engagement: Gained extensive international exposure through travels to Middle East, European, and Asian markets, playing a crucial role in expanding the company's electronic brand presence.

Strategic ERP Implementation: Elected as a core committee member in the ERP implementation project, demonstrating leadership and expertise in driving critical system enhancements.

WORK EXPERIENCE

Managing Director

Rotai Health Group LLC, Dubai, UAE

02/2024 - Present,

- **Strategic Leadership:** Develop and implement the company's strategic vision and business objectives, ensuring alignment with market trends and organizational goals.
- **Operational Management:** Oversee day-to-day operations, including , supply chain management, and quality control, to ensure efficiency and excellence in product delivery.
- **Financial Oversight:** Manage financial planning, budgeting, and forecasting to ensure the company's financial health and sustainable growth.
- **Market Expansion:** Lead market research and analysis to identify new business opportunities and drive expansion into new markets, particularly in the luxury massaging chair sector.
- **Sales and Marketing:** Direct the development and execution of sales and marketing strategies to enhance brand awareness and achieve revenue targets.
- **Partnership Development:** Cultivate and maintain strategic partnerships with key stakeholders, including suppliers, distributors, and payment gateway providers.
- **Team Leadership:** Recruit, mentor, and manage a high-performing team, fostering a culture of innovation, collaboration, and continuous improvement.
- **Regulatory Compliance:** Ensure compliance with industry regulations and standards, maintaining the highest levels of product safety and customer satisfaction.
- **Customer Experience:** Champion customer-centric initiatives to enhance user experience and build long-term customer loyalty.
- **Technology Integration:** Drive the adoption of cutting-edge technologies and innovation to maintain competitive advantage and operational excellence.

General Manager

Caliber Brands General Trading LLC formerly Atiq Louise Group, Dubai, UAE

01/2016 - 01/2024

- **Strategic Planning and Execution:** Develop and implement strategic plans to drive the distribution and marketing of Light Household, Domestic Appliances brands and Small Domestic Appliances (SDA) that aligns with the company's vision and positions it for sustainable growth and success.
- **Building Relationships:** Cultivating and nurturing professional relationships with key decision-makers to create a well-qualified pipeline of prospective Managed Services opportunities.
- **Sales Expansion and Territory Planning:** Preparing and delivering persuasive proposals, driving the closure of new accounts within targeted verticals. Developing and consistently maintaining a comprehensive Sales Territory Plan, ensuring the company's sales targets and profitability are met.

- **Market Analysis and Innovation:** Continuously analyze market trends and consumer insights, identifying opportunities for product innovation and enhancement.
- **Client Relationship Management:** Foster and nurture strong relationships with key clients, ensuring their needs are met and exceeded while expanding the client base.
- **Product Portfolio Development:** Oversee the selection and introduction of new products and services, adapting to changing market dynamics and customer preferences.
- **Sales Team Leadership:** Lead, mentor, and inspire a high-performance sales team, setting clear goals and providing the necessary guidance.

Head-Sales & Operations (Oman, Bahrain, Qatar, Kuwait)

Lutfi Group, Dubai, UAE

12/2013 - 12/2015,

- **Market Expansion and Brand Leadership:** Orchestrated the successful distribution and marketing of renowned Consumer Electronics and Domestic Appliances brands across Oman, Bahrain, Qatar, and Kuwait, positioning the company as a dominant force in the market.
- **Effective Communication:** Facilitated communication and collaboration among internal sales teams, principal representatives, customers, and subcontractors to ensure understanding and alignment on customer order terms, sales agreements, and contracts.
- **Strategic Offer Development:** Crafted bundled and differentiated product offerings tailored to specific countries and product segments, enhancing the company's competitive edge and market positioning.
- **Financial Stewardship:** Assumed overall responsibility for the company's top-line and bottom-line performance, driving strategies to optimize return on investment (ROI).
- **Market Expansion:** Successfully managed sales and operations across Oman, Bahrain, Qatar, and Kuwait, contributing to the company's market expansion and penetration efforts.
- **Brand Management:** Oversaw the distribution and marketing of renowned Consumer Electronics and Domestic Appliances brands, including Bompani, Ocean, Nobel, Airmate, Faber, WIK, Heller, and Chigo, ensuring brand integrity and market prominence.
- **Contract Management:** Managed the negotiation and execution of sales agreements and contracts, ensuring compliance with agreed-upon terms and conditions while fostering strong, lasting relationships with key stakeholders.
- **Performance Accountability:** Held accountability for both top-line revenue growth and bottom-line profitability, implementing strategic initiatives and operational improvements to achieve business objectives.

Regional Business Head (Oman, Bahrain, Kuwait, Qatar)

Eros Group (AED 4.0 Billion Co), Dubai, UAE

04/2006 - 11/2013,

- **Strategic Market Planning:** Developed and executed comprehensive international business strategies, encompassing distributor-specific and country-wise targets, pricing structures, and payment terms.
- **Management Collaboration:** Collaborated closely with the management team to optimize results and efficiency across all aspects of international business operations, fostering a culture of high performance and continuous improvement.
- **Stakeholder Relations:** Cultivated and sustained strong, productive relationships with both principals and distributors in the designated region, driving successful partnerships and brand growth.
- **Promotional Program Analysis:** Prepared and conducted in-depth analysis of various promotional programs, contributing insights to the development of new promotions and strategies. Played a pivotal role in enhancing brand visibility and market presence.
- **Contractual Expertise:** Acted as the interface between internal sales personnel, principal representatives, customers, and subcontractors, ensuring meticulous adherence to the terms and conditions of customer orders, sales agreements, and contracts. Defined bundled and differentiated offerings tailored to key countries and product segments, enhancing competitiveness.

Group Brand Manager & Marketing Manager

V. V. & Sons LLC, Dubai, UAE

03/2005 - 03/2006,

- **Brand Strategy Leadership:** Spearheaded the development and execution of comprehensive brand strategies for a portfolio of renowned Consumer Electronics brands including Denon, Marantz, Nakamichi, Sansui, Godrej, Onkyo, NAD, Mission, Paradigm, and Definitive Technology, ensuring market leadership and brand prominence.
- **Marketing Innovation:** Led innovative marketing campaigns and initiatives, leveraging market insights and trends to enhance brand visibility, customer engagement, and sales performance.
- **Product Portfolio Management:** Managed the product portfolio, making informed decisions on product offerings, pricing, and distribution channels to maximize market share and profitability.

EMPLOYMENT HISTORY

- Time Force Middle East FZCO, Dubai, UAE as Product Manager (02/2003 - 02/2005)
- Sony Gulf FZE, Dubai, UAE as Product Marketing Manager (TV Products Department) (12/2001 - 01/2003)
- Société Saksons DE Commerce, S.A.R.L. (SOSACO), Guinea, West Africa as Assistant Manager (International Sales) (11/2000 - 11/2001)
- Vidyut Metallics Ltd., Malhotra Group of Companies as Area Sales & Marketing Manager (06/1997 - 10/2000)
- Lanyard Foods Pvt. Ltd. as Marketing Executive (07/1991 - 07/1993)

VISA OTHER DETAILS

Visa Details: Employment Visa

Driving License Details: Valid UAE Light Vehicle

Languages Known: English, Hindi, Marathi and Telugu