

# RAJKUMAR NATARAJAN

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**DOB:** 01-06-1989 | **Gender:** Male



## PROFESSIONAL SUMMARY

Dynamic and accomplished professional with 16+ years of experience in aftermarket sales, technical support, and business operations within the marine, industrial, and heavy equipment sectors. Skilled in strategic sales planning, P&L oversight, and cross-functional alignment to drive business performance. Proficient in market intelligence, competitive analysis, and customer relationship management. Experienced in team leadership, training development, and process optimization to boost efficiency and customer satisfaction. Recognized for delivering impactful results through data-driven strategies, operational excellence, and compliance-focused execution.

## EDUCATION

- **Global MBA** | The University of Western Australia – Expected - 2026
- **Bachelor of Arts** | Alagappa University, India | 2020
- **Diploma in Marine Engineering** | Mohamed Sathak Polytechnic College, India | 2019

## PROFESSIONAL EXPERIENCE

### **Alkhorayef Commercial Company – Riyadh, Saudi Arabia | Aftermarket Sales Manager | Nov 2024 – Present**

- Orchestrated parts sales strategies and operational plans, accelerating revenue growth and ensuring consistent target achievement.
- Cultivated strong, lasting customer relationships by resolving issues proactively and delivering superior service standards.
- Conducted detailed market and competitor research to refine pricing and positioning strategies, ensuring a distinct market edge.
- Contributed to financial planning, identifying new revenue streams, reducing costs, and mitigating financial risks.
- Directed and developed a **high-performing sales team through strategic hiring, mentoring, and performance optimization initiatives.**

### **Product Support Engineer & Technical Trainer | Jul 2023 – Oct 2024**

- Delivered high-level technical support for Volvo Penta, Baudouin, Twin Disc, and Cummins engines, achieving a 90% resolution rate on first contact.
- Led engine diagnostics and repair operations, significantly reducing equipment downtime and enhancing system efficiency.
- Streamlined national warranty processes, cutting turnaround times by 15% and improving OEM collaboration.
- Designed and implemented tailored technical training programs, reducing post-deployment support issues by 10%.
- Collected and analyzed user feedback to continuously refine training content and support documentation for improved user experience.

### **Tenzio Enterprises – Tamil Nadu, India | Aftermarket Sales Manager | Dec 2020 – Jun 2023**

- Formulated and executed dealer-based sales strategies and promotional campaigns, achieving substantial growth in sales volume and market share.
- Oversaw budget allocations and cost containment initiatives to ensure optimal financial performance across dealerships.
- Collaborated cross-functionally with marketing and sales teams to drive business growth through aligned campaign execution.
- Monitored monthly revenue trends and validated dealership expenditures to ensure fiscal alignment with business objectives.
- Built and maintained strategic partnerships with key dealerships, enhancing customer retention and operational efficiency.

## Al Badi Trading & Contracting Co. LTD – Doha, Qatar | Senior Product Support Engineer | Jan 2014 – Jun 2020

- Provided advanced technical troubleshooting and rapid issue resolution to minimize equipment downtime and elevate customer satisfaction.
- Analyzed purchasing behavior to identify upselling and cross-selling opportunities, leading to consistent revenue enhancement.
- Designed and executed impactful marketing strategies that elevated brand awareness and stimulated product demand.
- Conducted in-depth technical training for clients, enabling better product usage and reducing equipment failure rates.
- Standardized support protocols across service teams, ensuring uniform customer experience and operational excellence.

### KEY ACHIEVEMENTS

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- Successfully managed a robust 70 million SAR budget and full P&L accountability, ensuring financial discipline and revenue optimization.

### PREVIOUS EXPERIENCE

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- Muscat Overseas Industrial & Marine Equipment Co. LLC, Muscat, Oman | Aftermarket Engineer | Jan 2013 – Dec 2013
- Chidambaram Ship Care Private Limited, Mumbai, India | Aftermarket Engineer | May 2009 – Dec 2012

### PRODUCT EXPERIENCE

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- **Engines & Equipment:** Volvo Penta, Cummins, John Deere, Baudouin, Twin Disc, US Motor, Gulf Power, Kalmar, Linde, Hangcha, Fede, JCB, Western

### CERTIFICATIONS

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- Professional Certificate in Advanced Business Management | IIM, Kozhikode - Expected Dec 2025

### CORE COMPETENCIES

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Strategic Sales Planning | Aftermarket Operations | Key Account Management | Budgeting & Forecasting | Profit & Loss (P&L) Oversight | Customer Relationship Management (CRM) | Market Intelligence & Research | Competitive Benchmarking | Customer Retention & Loyalty | Revenue Growth Strategies | Process Optimization | Dealership Management | Field Service Coordination | Business Development & Expansion

### TECHNICAL SKILLS

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- **CRM & ERP:** Microsoft Dynamics 365, ERP platforms
  - **Diagnostic Tools:** VODIA, CumminsInsite
  - **OEM Systems:** Volvo Core Management System, Baldo, POL; John Deere Parts Advisor, JD Point, Kalmar Insite, Linde Service Guide,
  - **Other Tools:** Microsoft Office Suite, Power BI
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