
Resume: V.L. Harihara Subaramanian

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CORE COMPETENCIES

- ❖ Overall Knowledge in Liner Shipping Industry & its sectors Productivity
- ❖ Strong inter-personal Analytical Skills
- ❖ Technical know-how on Trade Development
- ❖ Result Oriented and Key Account Management
- ❖ Optimise Profit Center Development
- ❖ Penetrate & expand Customer Base in all biz segments (SME)
- ❖ Business Process Reengineering

CORPORATE COMPETENCY CORE COMPETENCIES

- ❖ Team Leadership
- ❖ Solution Customisation.
- ❖ Convincing Negotiation /persuasive skill
- ❖ High mentoring ability with excellent communication and team management skills.
- ❖ Strategic planning, implementing and executing at every level.

EDUCATIONAL QUALIFICATION

- ❖ CM (Supply Chain Management) course in IIM Rohtak India
- ❖ M.Sc. (Earth Science), 1986, M K University, Tuticorin, India
- ❖ B.Sc. (Earth Science), 1984, M K University, Tuticorin, India

EXECUTIVE SYNOPSIS

I will own and lead all aspects of the trade lane, including growth and profitability, and to develop it such that customer requirements regarding space, price, and service delivery are consistently met.; set targets for the Trade, develop strategies to meet them, and act as an overall General Manager for the set of origin and destination combinations. As a Network Trade Lane Manager, multi-dimensional and able to work with stakeholders within and outside the department, such as Sales, Client Solutions, and Finance.

KEY RESPONSIBILITIES

1. Leadership of the trade lane and accountability for the geography's growth and profitability

- ❖ Define and implement strategies for accomplishing business growth
- ❖ Monitoring Evolution of Freight – per Trade Lane Market, Pricing,
- ❖ Effective Volumes contribution in all Trade-lanes
- ❖ Market & Freight Evolution & Equipment split Comparison in all Trade Lanes Analysing Major Growth per POL & Proportion Market POL/POD,
- ❖ Evolution of Major Carriers & its market share services
- ❖ Vessel performance – schedule reliability against proforma, Terminal
- ❖ Productivity contribution, Blank sailings – per Trade
- ❖ Equipment Dwell Time, its impact & Competition Capacity
- ❖ Other relevant Key factors which attribute in individual service Trade Lane to achieve optimum overall volume CRM Management to analyse and monitoring Customer Behaviour

2. Create and promote the best end-to-end solutions for customers

- ❖ Fully own the end-to-end procurement, solution design, rate setting, and implementation cycles for a given geography
- ❖ Acquire and maintain a deep understanding of best-in-class market offerings and customer requirements for your geography; as the subject-matter-expert, share this knowledge with Senior Associates
- ❖ Depending on situations, to create innovative solutions to satisfy current customers and to promote the acquisition of new customers in our geography

3. Partner with Client Solutions & Sales to provide enablement and support for effective selling of those solutions

- ❖ Constantly provide market insights and empower Client Solutions to sell out of our geographical location.
- ❖ Proactively share material, strategies, or connections to generate sales leads; wear the hat of business development
- ❖ Be the default subject-matter-expert partner for Client Solutions & the broader Demand organisation to jointly drive go-to-market commercial strategy
- ❖ Be vigilant of market conditions and provide monthly and quarterly updates, as well as overall market trends to sales teams via regular conference calls or in-person meetings; help prepare sales collateral and business reviews

- ❖ Represent Network Trade Lane Management in leadership meetings internally and represent at industry conferences externally when required
- ❖ Participate in sales calls/visits to provide expert input on our OCS capabilities

4. Drive growth and profitability of the Trade, including business development

- ❖ Refine the trade lane's procurement strategy to deliver excellent service at the lowest cost
- ❖ Improve the volume and net revenue growth through smart and effective procurement; on the implementation of global financial plans and strategies
- ❖ Consult with Client Solutions to price fairly and competitively and avoid revenue leakage/missed charges
- ❖ Work with Network Operations Team to monitor the fulfilment of our BSAs & charter capacity to ensure it is filled to the maximum at profitable rates
- ❖ Act as a tactical control tower regarding space and Capacity - find solutions to redistribute where needed, procure additional Capacity where needed, or support other Trade Lane Managers with space challenges

PROJECTS

- ❖ Participate in and secure regional project business within service availability parameters as an agency representative at commercial / C.S. meetings.
- ❖ Proven expertise in coordinating with local vendors/project operational handlers for setting up and managing local shipping requirements.
- ❖ Skilled in designing and implementing customised solutions and services to cater to project deadlines/submissions based on project specifications.
- ❖ Adept at implementing commercial awareness, Account management and project plans for accomplishing business – starting from Small, Medium, and Large/Top accounts incl Corporate biz Conglomerates
- ❖ High mentoring ability with excellent communication and team management skills. A person with an analytical approach to cater to difficult situations.
- ❖ Define and implement strategies for accomplishing business growth in terms of imports and exports.
- ❖ NCP (National Chevron Philip) Plant set up in Jubail – through JGC (Japan Gasoline Corporation). Total volume secured approx.2500 + Containers from global ports to Dammam.
- ❖ EMAL Abu Dhabi Plant Expansion: Total volume +2000 TEUs.
- ❖ Riyadh Metro: Presently continuing; Volume handled more than 10000 TEUs till 2019.
- ❖ Fadhili Gas Project: ongoing project; Volume handled more than 2000 TEUs.

- ❖ SKAKA Solar: Bidding is done already; qualified 1st round; awaiting further process.
- ❖ KJO-PME – JGC OIL & GAS: Bidding done already; awaiting biz confirmation

ACCOMPLISHMENTS

- ❖ Successfully enhanced DCA (Destination Controlled Account) business from 0.2% level to 20- 25% during tenure with the organisation.;
- ❖ Participated & arranged containerised shipments (more than 18000 + TEUS) for Multi- Projects in Saudi, such as Saudi Electricity Co, Riyadh Metro, and Saudi Aramco) in Oil & Gas / Energy segments.

PROFESSIONAL EXPERIENCE & TIMELINE

<i>Served as and with</i>	<i>Period</i>
<i>General manager, Teos Shipping Company, Chennai</i>	<i>Jan 2024-till now</i>
<i>Guest Faculty, College of Shipping for MBA & BBA students</i>	<i>Jan 2022-till now</i>
<i>Trade Manager, Mediterranean Shipping Co Dammam, Saudi Arabia</i>	<i>June 2005 – December 2021</i>
<i>Sales Manager, Globe Group (CSAV – NORASIA, TAL), Dammam, KSA</i>	<i>Oct 2003 – Jun 2005</i>
<i>Asst. Line Manager, Gulf Shipping Co (CYL/OOCL), Dammam, KSA</i>	<i>July 1995 – Nov 2003</i>
<i>Assistant Manager, Inchcape Shipping Services (ISS)- Hapag Lloyd, P&O, Hamburg Sud, CYL, CROATIA, Bahrain</i>	<i>Feb 1991 – Apr 1995</i>
<i>Senior Documentation Exe., Marine Container SVC (MCS)- YANG MING LINE, Mumbai, India</i>	<i>AUG 1990 – FEB 991</i>
<i>Senior Documentation Exe., Tee Jay Shipping (Ceylon Shipping Corp - CSL), Tuticorin, India</i>	<i>June 1988 – June 1990</i>

PERSONAL DETAILS

DOB: 26-05-1964

Marital Status: Married