



# Deepak SINGH

Supply Chain & Logistics

📍 Dubai,UAE

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## Summary

*Process oriented Supply chain/logistics/operations/EXIM/Ecommerce/planning professional with proven track record of reducing organizational inefficiencies and cost of manufacturing, warehouse operations, logistics, import & online/offline operations and delivering optimal results and products within budget & time. Highly effective in designing supply chain strategies, warehouses, SOP, ERP/WMS implementation, networks and processes that meet both customer & company needs*

- Skilled in Budgeting, Cost Reduction, Shipment Scheduling, Negotiation, Documentation, Procurement, planning & Logistics
- Sound knowledge and hands on experience working on SAP, JD Edwards, Ariba, P2P
- Highly Skilled in identifying source, analyzing the best options & negotiating with multiple suppliers on spot for long term vendor relation
- Expert in LC proof reading, Forex Hedging & Chartering with shipping line
- Proficient in strategic decision making, Vendor development & management along with their database

## Core Competencies

- SCM & logistics management
- Excellent Communication & Presentation Skills
- Export/Import Documentation
- L/C application & amendments
- SOP driver and mapping the adherence
- Certified SCM & Sourcing expert (CSCP)
- Forex Hedging, Chartering
- Strategic Partnership & Vendor Relations
- Local & Hyperlocal deliveries
- Ecommerce Deliveries & Ops
- Budgeting & Cost Reduction
- International Logistics
- Expense analysis & Monitoring
- Operation Excellence & Cost optimization

## Education and Certifications

Master of Science – Supply Chain & International Logistics, Esc Rennes, France

Bachelor of Business, NIMS, Delhi

CSR Certification – HEC Liege, Belgium

IELTS Certificate – British Council Of India

Diploma in EXIM-IIFT, New delhi

Market research Project-Exevo, New Delhi

## Professional Experience

### Head Logistics

Oct 2022 - Till Date

LANDMARK (DUBAI,UAE)

#### Operational Duties (Logistics)

- Managing the entire network of 2000+ suppliers distribution network (Primary and Secondary) by leading a team of logistics in-charges for the entire GCC market, fob val approx 350 mill
- Responsible for planning and development of Logistics' network (Primary and Secondary) by working with the national and regional teams, and engaging with Logistics Partners & identifying optimal routes, route-days, and transport modes in the entire GCC
- Identify, evaluate, and appoint CFS in existing or new locations as and when required, currently appointed 5 CFS ( 2 INDIA & 3 CHINA) working with 85% of KPI metrics of lead times
- Identify and support reach-outs to new Logistics Service providers, in charge of tendering process; review SLA's for logistics partners and take corrective actions to enhance results
- Review logistics related performance metrics & costs as budget at periodic basis and identify scope for improvements.

#### Operational Duties (Planning)

- Responsible for demand planning process - collating demand forecasts by sales team, planning stock levels at MDC and RDC, developing dispatch plan and production plan on a periodic basis & Ensuring that plan is modified basis market performance, marketing initiatives and supply constraints.
- Responsible for benchmarking 1st, 2nd & 3rd leg of deliveries being shipped from different countries based on FCL/CFS/LCL & Air movement to MDC & regional RDC in entire GCC region.
- Responsible for creation Supply chain window for seasonal deliveries for the entire GCC markets and getting the shipments executed with 90% + efficiency as per cut off dates
- Responsible for inventory levels at MDC, RDC in OTIF; ensure reduction of obsolete stock or create a liquidation plan Inter-department coordination between sales, supply chain and buying team for adherence to plan.

#### Strategic Duties

- Responsible for developing and implementing cost-saving initiatives (warehouse efficiency, consolidation, transportation strategy, etc.) for primary and secondary logistics without impacting service levels, freight should be less than 2.5% of fob value/qtr
- Responsible for reducing working capital requirement by optimizing inventory levels & work towards zero stock-outs by working with the sales team.
- Increase visibility of logistics and planning process through systematic data flow and dashboards, Using systems and identify IT tools to support planning and logistics process

#### Team Building Duties

- Lead a team of logistics in-charges and demand planners, support performance improvement through trainings.
- Ensure that the logistics team in HO and regional teams work seamlessly to provide the best customer service working on key KPIs of **freight, lead times, TAT, OTIF, % Air shipments**

#### Financial Duties & Special Projects

- Responsible for floating quarterly RFQ for liners like MARESK, COSCO, EVEGREEN, CMA-CGM and shortlisting the rates for FEU/TEUS for global shipping movements
- Responsible for appointing CFS in respective countries based on commercials and reviewing their existing contract based on their deliverables (5 active CFS as if today)

## Personal Details

**Date Of Birth:** 15 April 1984

**Linguistic Proficiency:** English, French ,Hindi,Gujrati

**Marital Status:** Married

**References:** Available on request

## Trade Fairs & Exhibitions

- Domotex, Germany
- Premier Vision, France
- Morocco Style, Morocco
- Technotex, Mumbai
- TexWorld, Germany
- HeimTextil, New Delhi
- Textile Summit, Italy

- Responsible for negotiating SPOT rates from forwarders & liners for LCL & air movement from across the world.
- Actively involved in supplier benchmarking and creating supplier score cards based on their KPI like OTIF, damaged delivery, qty +/- 2% of PO qty
- Responsible for sourcing NON trading items for projects & marketing teams worth 15 mil monthly and ship them to respective terr with agreed time line and budget freight
- Responsible for settlement of freight and supplier invoices handling discrepancies if any
- Vetting LC draft along with finance & suppliers so that LC can be issued timely and shipment can be moved timely along with bank negotiation
- Working on GTM project to replace existing SCP with active involvement of the suppliers with UAT testing and real inputs.
- Working on projects like CEPA implementation from India and Close to season from Turkey to ensure fast fashion goods are available in 31 days after its pack ready

## Head Supply Chain

Jul 2019 - Oct 2022

Iconic Fashion Retailing Pvt Ltd (GURGAON,HR)

### Import for International brands

- Planning & managing international logistics, warehouse, transportation & Freight Forwarders

Preparing and reviewing all types of import related documents

- Coordinating with freight forwarders to get quotes for air and sea shipments
- Reviewing BLs, AWBs, checklists and BOEs for import shipments
- Coordinating with CHA for clearance and delivery of goods
- Communicating with international partners for placing orders and managing pickups

Analyzing product performances to forecast demand and finalizing purchase order quantities

- Responsible for floating quarterly RFQ for liners like MARESK, COSCO, EVEGREEN, CMA-CGM and shortlisting the rates for FEU/TEUS for global shipping movements
- Responsible for appointing CFS in respective countries based on commercials and reviewing their existing contract based on their deliverables (5 active CFS as if today)
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### Offline stores operations & Fulfillment

- Responsible for the inventory and team to perform analysis of inventory and ensure utilization of inventory effectively, maintaining solid inventory data and reduce/plug leakages.
- Managing Fulfillment of 34 retail stores and 17 international brands all across India with their forward/RTV/Inters tore movements
- Developed Relay storage facilities so that Fast moving items can be replenished achieved 38% jump in Last 3 quarters.
- Responsible for managing the shortages reported by stores and warehouse while the goods are in IN transit.
- Coordinates and manages a performance portfolio for multiple, cross functional work teams deploying the Supply Chain Planning Process, which develops the Plan for Every Part and Pull Replenishment methods for a facility
- Liaison with stores/stock controllers to ensure that stock movements and stock keeping standards are maintained in line with company guidelines.

### Logistics & Warehouse Management

- Contribute to the creation and implementation of best practice logistics vision, strategy, policies, processes and procedures.
- Managing complete freight cycle for movement for air and surface, with yearly spend of 2.5 Cr
- Reviewing MIS and Analytics for logistics, freight benchmarking and analysis.
- Responsible for Inventory management & stock accuracy, Ensure all inventories on hand are handled properly in ERP throughout the reconciliation process and month end closing, achieved 99.6% accuracy.
- Ensure that the performance goals are set and achieved, through the proper execution of performance metrics as it relates to Productivity, Safety, Quality and Customer Service.
- Monitoring and coordinating end-to-end supply chain cost, variance analysis, driving cost control and savings initiatives.

Logistics Supply Chain Specialist

Aug 2016 - Jul 2019

Reliance Industries Ltd (AHMEDABAD,GJ)

- Collaborate with production, marketing & finance to ensure a new product launch on time and handling budget Of 150 cr successfully
- Manage the sourcing deals, contracts, quality agreements & delivery of complete procurement cycle, ensuring the commercial & cost saving benefits are realized at P&L & BOM level ensuring on time delivery with the suppliers.
- Established & maintained 200+ vendors partnerships & take corrective action as required with vendors relating to their performance
- Responsible for RFI/RFQ/RFP development, supplier selection, pricing & contract negotiation, implementing supplier metrics & KPI
- Prepared all necessary documentation & online forms for the efficient, cost effective & legal execution of all import/export activities
- Responsible for screening & amendments of letter of credit L/C from the buyer & vendor along with forex hedging against that L/C
- Working in close coordination with planning team to ensure production planning & forecasting for raw materials, AMC, man hours & machine capacity is utilized optimally
- Responsible for drafting the SOP & then get it implemented by regular process & operational audits
- Responsible for working with leadership team to achieve their goal & understand upcoming sales drives so that entire stakeholders can be managed as per our timelines
- Handling complete cycle pre /post shipment including finalizing freight rates with cargo movers, vessels with forwarders and shipping lines and getting BL/AWB/LR copy
- Responsible for conducting cross functional training's & actively maintaining the P&L budget along with drafting & implementing SOP in the entire supply chain to manage the timelines & overhead costs
- Highly involved in handling of team size as big as 500+ workers along with their recruit and training with their performance review
- Improved on time delivery from 85% to 95%
- Responsible for movement of vehicles/equipment's/parts to ensure the smooth delivery in accordance with policy & procedure and to comply with relevant local, country & international law & process along with their shipping documentation.
- Products handled raw materials for productions of fabrics, machinery parts, wool, yarn job work, packaging material via sourcing & procurement.

#### Manager-Supply Chain

May 2015 - Jul 2016

KAZO Fashions Pvt. Ltd (NOIDA, UP)

- Managing Retail business of worth 122 cr/yearly and 2 cr Ecom business with warehouse ops of 9 team members size of 35000 sq/Ft 150 orders a day
- Responsible for all strategic decision making regarding matters relating to Outbound inland logistics and demand planning. Function as the prime troubleshooter for the logistics function.
- Responsible for P and L, Managing Warehouses, and Overseeing distribution
- Inventory Planning and ensuring optimum stock levels at both Warehouse and retail outlets and avoid stock out situations
- Preparation of SOP's and ensure adherence for fulfilment processes along with performance and cost of drivers attached to the warehouses.
- Finalizing freight rates for transport solutions at reasonable costs with cargo movers, transport contractors, shipping lines, freight forwarding contractors for bulk and small consignments for inbound-outbound movement.

#### Senior Supply Chain Planner

Sep 2012 - Apr 2015

Zalando SE (PARIS, FRANCE)

- Coordinate supply from vendors to meet the inventory demands of 6 company locations.
- Managing business of 200,000 Euros from 3DC based in France & Germany managing entire supplier base of Asia and Bangladesh
- Analyzing statistical data to forecast the most accurate demand of over 3,000 SKU's, and then writing PO's, Negotiating and deciding best transportation, and then communicating delivery ETA to operational leaders across the company.
- Decreasing delivery time & backorders due to the management of a forecasting software package.
- Through additional training and experience can accurately look at a contract from a foreign supplier and analyze who is liable and at what point for freight cost, insurance, and customs charges.
- Decreased freight costs companywide BY 8% while at the same time shipping 2x .
- Decreased cost per pound on 3rd party freight through the negotiation of new LTL pallet rates that drastically reduced costs
- Help implement and then manage the Forecasting software to provide timelier forecasting of demand throughout the entire company.

- Implementing a new cost-effective cloud-based Transportation Management System to create uniformity amongst all locations in the freight quoting, procurement, tracking, and data analyzing of all freight companywide on one platform.

### Asst. Manager-Operations

Jan 2009 - Jul 2012

Sea Wings International (KOLKATA,WB)

- Coordinating with CHA, CFS, F/F, Transporters
  - o Aware of import and export formalities and documentation
  - o Responsible in import of RM/PM planning. Hazardous goods, Hazardous approvals
  - o Documents arrangement for Import clearance, LC arrangements
  - o Experience of reimport of packaging material and Machine tools
  - o Executed the route planning and find F/F all over the world to get the consignment back.
  - o Responsible for Freight Negotiation with freight forwarder and shipping line and shipment arrangement
  - o Approval of Draft BL and BE Checklist to CHA for BOE filing, CMC bond formalities.
  - o Understand the functionality of 1st Leg & 2nd Leg BL and submit the documents to shipping line