

Garnet Rixon Furtado

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LOGISTICS - EVENTS - TECHNOLOGY - TRADING

BUSINESS DEVELOPMENT & EXPANSION | REVENUE GROWTH | NEW BUSINESS PIPELINE GENERATION
Innovative senior executive with solid experience in sales management & business development within the field of Events, Advertising & Logistics / Supply chain management & Trading.

Influential director, making a meaningful impact that resonates with audiences, contributing to the success of the organization or aligns with personal values & causes."Results-driven Business Development Manager with experience in driving growth and expanding market presence. Proven track record of identifying and capitalizing on new business opportunities, fostering strong client relationships, and leading successful sales strategies. Skilled in market analysis, strategic planning, and cross-functional collaboration, with a passion for delivering measurable results. Adept at negotiating high-value deals, managing client portfolios, and contributing to long-term organizational success."

SIGNATURE ACHIEVEMENTS:

- ✓ **Event Specialist Experience:** Since 2014, I have organized and managed a wide range of events across the UAE, including conferences, trade shows, seminars, workshops, product launches, festivals, art exhibitions, music concerts, theater performances, webinars, online workshops, virtual conferences, and live streams. My role involved overseeing event planning and marketing, securing sponsorships, managing pre-production, directing advertising efforts, and coordinating stage production and event showcases for major events throughout the UAE.
- ✓ **Contracting & Fabrication for Trade Fairs:** Successfully managed annual contracts for overseas and multinational clients, providing support for their trade fair events in Dubai and across the GCC countries. This effort led to a 40% increase in sales revenue by acquiring new clients in the global exhibitions & trade fair sector.
- ✓ **Logistics and Supply Chain Management:** Led business development efforts in the import and re-export of commodities such as high-protein feeds and metal and plastic accessories, sourced from manufacturing factories in Belgium, Turkey, India, China, Pakistan. I supported wholesalers and retailers in the UAE and free-zone channels, resulting in a 150% increase in annual sales revenue. This growth was driven by analyzing commodity potential in both UAE and international markets and enhancing logistics and supply chain standards to provide optimal convenience for buyers and sellers globally.
- ✓ **Efficient License Acquisition Process:** Successfully navigated the complex legal & regulatory & scape to obtain all necessary licenses & permits for the logistics company's operations. This could involve obtaining permits for transportation, warehousing, customs clearance, & other relevant aspects.
- ✓ **Streamlined ERP Implementation:** Led the implementation of an ERP system tailored to the specific needs of the logistics company, ensuring seamless integration with existing processes & systems. Directing across various departments including **WAREHOUSING & DISTRIBUTION / FREIGHT FORWARDING / CLEARANCE / DOCUMENTATION / INVENTORY CONTROL**.
- ✓ **Enhanced Operational Efficiency:** Implemented ERP modules or custom configurations that significantly improved operational efficiency within the company.
- ✓ **Real-time Visibility & Tracking:** Developed solutions within the ERP system to provide real-time visibility into the movement of goods throughout the supply chain.
- ✓ **Compliance & Risk Management:** Established robust compliance & risk management protocols within the ERP system to ensure adherence to regulatory requirements & mitigate potential risks such as supply chain disruptions, security breaches, or regulatory non-compliance.
- ✓ **Scalability & Future-proofing:** Designed the ERP system with scalability in mind, allowing the logistics company to easily adapt to changing business needs & accommodate future growth.
- ✓ **Training & Change Management:** Developed comprehensive training programs & change management strategies to ensure smooth adoption of the new ERP system across the organization.
- ✓ **Measurable Business Impact:** Quantified the business impact of the ERP implementation through key performance indicators (KPIs) such as cost savings, productivity gains, on-time delivery rates, & customer satisfaction scores.
- ✓ **Designed and developed website portal & phone IOS & android phone application for Dubai Municipality parks & Etisalat digital transformation (Dubai Frame & Dubai Al Quranic park).**

CORE STRENGTHS & COMPETENCIES

SALES & BUSINESS ACUMEN

Customer Relationship Management
Market Analysis & Segmentation
Strategic Partnerships & Alliances
Value Proposition Development
Sales Strategy & Pipeline Management
Negotiation & Contract Management
Customer Feedback and Continuous Improvement
Adaptability and Innovation

LEADERSHIP TALENTS

Team Building and Motivation Vision and Strategy
Cross-functional Leadership
Partnership Building
Decision-Making and Problem-Solving
Technical Expertise and Industry Knowledge
Stakeholder Management

OTHER KEY SKILLS

Creating & Implementing & Standard Operating Procedures
Presentation & Public Speaking
Compressive software knowledge
Designing software tools
Automation Integration
Cloud & Digital transformation experience
Advertising product
Products matching Industry standards

Technology: Salesforce, MS Office (Word, Excel & PowerPoint), SCM Aurion Pro, Adobe After effects / premier pro/ Photoshop, WordPress, WEB designing (Elementor), Net firms Domain & hosting website, Godaddy.com, social media management, Google Analytics, Resolume arena, Spark A.I

EXECUTIVE EXPERIENCE

Marketing Manager/ Sales / Head Supply Chain: CNS LOGISTICS LLC. Jebel Ali Free Zone.

LOGISTICS SERVICE PROVIDER / Warehousing / Freight Forwarding / Customs Clearance - 75–100 employees.

Business Unit Head – Jebel Ali Free Zone. Dubai

AUG 2020 – PRESENT

- Develop marketing strategies: Responsible for creating and executing marketing strategies to promote company logistics services, focusing on customer acquisition and retention.
- Conduct Global market research: Analyze market trends, competitor activities, and customer feedback to understand market needs and preferences.
- Create marketing materials: Develop brochures, presentations, and advertising copy to support marketing initiatives.
- Creating annual commercial & operational SOPs contracts and legal contracts with local and overseas clients
- Creating annual commercial contracts and legal contracts with local vendors
- Creating Sub- Leasing contracts with 3PL & 4PL organizations / Freight Forwarders & Clearance agents in Dubai and overseas
- Manage advertising campaigns: Plan and oversee advertising campaigns across print, digital, and social media channels.
- Sales profit of AED 3M by Imports and exports from rest of the world to the UAE and distribution of goods in the local wholesale & retail markets in Dubai and Abu Dhabi.
- Undertake Exclusive production contracts with the suppliers and manufacturers in Belgium / Brasil / China & India
- Target consumer products market which included Pet food & accessories / Satellite phones / White goods / Agro / Cosmetics
- System Configuration & Implementation: Configure the logistics ERP system to align with company business requirements, including setting up master data, workflows, and security protocols.
- System Maintenance: Perform regular maintenance tasks such as backups, updates, and patches to ensure the ERP system's optimal functioning.
- User Management: Manage user accounts, roles, and permissions, including onboarding new users, granting access, and handling access revocations.
- Troubleshooting: Identify and resolve technical issues with the ERP system, including error diagnosis and solution implementation.
- Data Management: Oversee data entry, extraction, and analysis within the ERP system, as well as generate reports and dashboards for insights into business operations.
- System Integrations / Inventory control / Daily System generated reports / Visibility / CMS / CRM / JIRA / Intelligence

EXECUTIVE EXPERIENCE

Project Manager: Digital Communication LLC.

AUGMENT REALITY & Virtual Reality APP Development | Testing & LAUNCH - 11–50 employees.

Business Unit Head – Business Bay. Dubai

1st August 2018 –1st March 2020

- Designed and developed website portal & phone IOS & Android phone application for Dubai Municipality parks & Etisalat digital transformation (Dubai Frame & Dubai Al-Quranic park.
- Oversee Initiation scope and execution plans for technology projects. Adaptation from GATWICK AIRPORT IN U.K
- The user get free access to the APP on App store & Play store and with the active camera feature the Smart Guide Avatar appears and recites and navigates the park routes and location details in brief.
- GEO NODES location technology for outdoor parks (AL-QURANIC PARK, AL KHAWANEEJ, DUBAI)
- BEACON BT devices for indoor parks (Dubai FRAME, ZABEEL, DUBAI)
- Collaborate with technical teams to analyze and select optimal solutions for software-related projects, managing the software development life cycle.
- Coordinate internal resources and external vendors to ensure seamless project execution.
- Ensure timely delivery of projects within scope and budget, assisting in defining project scope and objectives.
- Manage resource allocation, develop detailed project plans, and monitor progress, handling changes to scope, schedule, and costs using appropriate techniques.

EXECUTIVE EXPERIENCE

Business Development Executive: Milestone Exhibition LLC.

TRADE FAIR EVENT MANAGEMENT | CONTRACTING & FITOUT FABRICATIONS - 11–50 employees.

Business Unit Head – Jebel Ali. Dubai

05th April 2017 – 01st March 2018

- Generating overseas sales leads, both through proactive lead generation and management of existing leads.
- Establishing and maintaining strong communication channels with clients, handling client briefs independently.
- Utilizing existing networks and contacts to drive sales revenue and commissions.
- Selling stand/exhibition space to potential exhibitors on annual contracts
- Arranging insurance coverage and ensuring legal, health, and safety requirements are adhered to
- Coordinating with the stand designers and equipment hire
- Promoting the event and organizing the production of tickets, posters, catalogues, and sales brochures
- Supervising the dismantling and removal of stands.
- To manage Exhibition files ensuring that internal processes are fully adhered to and on pre-agreed timelines
- To liaise with clients, internal company resources, and suppliers as directed, professionally, efficiently, and on time.
- To manage event exhibition mailings, sourcing the collateral and coordinating the fulfilment as required

EXECUTIVE EXPERIENCE

Project coordinator - Mind Spirit Design & works LLC.

TRADE FAIR EVENT MANAGEMENT | CONTRACTING & FITOUT FABRICATIONS - 50-75 employees.

Business Unit Head – Business Bay, Dubai

1st November 2016 – 31st March 2017

- Support the Project Manager in daily tasks and operations.
- Capture and analyze relevant management information.
- Assign tasks and collaborate with the team to address obstacles.
- Control project schedules and track, analyze, and communicate risks and opportunities.
- Assist the Contract Manager in developing operating procedures and resolving financial queries.

EXECUTIVE EXPERIENCE

Marketing & Sales Executive – Provision advertising, A Group of Emirates Events LLC.

EVENT MANAGEMENT | ADVERTISING | STAGE PRODUCTION- 11–50 employees.

Business Unit Head – SZR, Dubai

1st November 2014 – 1st November 2016

- Develop and implement comprehensive marketing plans for events and conferences, utilizing various channels such as direct mail, email, website optimization, search engines, and social media.
- Collaborate closely with product development teams to support new product development initiatives.
- Work with online production teams to create and maintain engaging web pages, manage search engine marketing, and analyze website user activity reports.
- Assist in coordinating sales and administration tasks, including booking event locations and equipment, networking with industry professionals, and managing event budgets.
- Maintain and communicate event information calendars, liaise with other departments for successful event coordination, and engage with customers before, during, and after events.

Qualification Board	University Board. India.	Year of Passing
BACHELOR'S DEGREE - MASS MEDIA COMMUNICATION	Bangalore University. India.	2011-2013
HSSC	St Aloysius Pre-University College. India.	2009 - 2010
SSC	ICSE Central Board of India- Silas International School- India.	2007 - 2008

PERSONAL DETAILS

Date of Birth: 25.06.1991

Nationality: Indian

Drivers license: UAE

Marital Status: Single

Language Full professional: English, Hindi