

David A. Gavafian

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Languages: Swedish, Armenian (Bilingual), English, Persian (Fluent), Norwegian (Proficient) • Citizenship: Swedish/EU

GM, BD Executive, AM, TSM

Seasoned Sales Professional with a career in international Business Development, Area Sales & Technical Sales Management spanning more than two decades. Held positions as GM, SM, TSM and AM in diverse sectors ranging from telecom & ITC systems, ventilation electronic instruments, meters, loggers, automation & control to equipment and products in plastics industry. Successful track record of growing businesses by managing local and regional sales across the globe. Executive Presence with Strategic Leadership style, consistently meeting sales targets by developing the right strategy, planning, execution and oversight as well as building winning sales teams through personal as well as small group coaching and mentoring. Increase market share through forging beneficial collaborations and profitable partnerships by exuding confidence through business acumen and technical expertise. Challenge the norms and drive change.

Proven expertise in:

- ◆ B2B, Products, Systems and Services Sales
- ◆ Sales Planning & Execution
- ◆ Sales “Hunting” and “Farming”
- ◆ Technical & Tailor-made Solutions
- ◆ Design of RFQ Based Products & Solutions
- ◆ Marketing & Sales Strategy Development
- ◆ Technical/Solution Sales Project Management
- ◆ Business & Sales Channel Development
- ◆ Persuasive Negotiation and Presentation
- ◆ Operational Efficiency Improvement
- ◆ Revenue and Profit Growth
- ◆ Team Building & Leadership

EDUCATION, CERTIFICATION, AND MEMBERSHIPS

Bachelor of Science in Mechanical & Production Engineering

MdH - Mälardalens University, Västerås-Eskilstuna, Sweden

Bachelor of Science in Industrial Management (Not finished degree, left for job)

KTH - Royal University of Technology, Stockholm, Sweden

DCMM – Marketing_Sales and Business Economics Management

IHM - Business Institute for Higher Marketing, Örebro, Sweden

EE Diploma

European Higher Engineering & Technical Professionals Association, Switzerland

Export Sales Program | Entrepreneurship program | Courses in Leadership and Project Management | Courses in Business Management | Marketing & Sales | Telecom & Datacom 2G-3G Network Design & Planning | Products & Solutions | Pneumatic and Hydraulic Systems | Plastic Material and Production | Methods for Measurement, Control and Balancing in Ventilation

Chairman/Board Member: The Swedish Association of Graduate Engineers | Federation of Armenian Associations in Sweden | SIAC (International University Graduates Association in Sweden) | Apartment Owners' Association Brf HSB in Stockholm | Different cultural and sport organisations | Economic Association KTH - Royal Inst. of Technology in Stockholm

PROFESSIONAL EXPERIENCE

SWEMA AB –

A company providing development, production, distribution, calibration and service of measuring instruments, data loggers, transmitters, and sensors.

Account Manager for Sweden and Export, Stockholm, Sweden (2012 to 2019, 2020 -)

Developed market in the measurement systems, data loggers, sensors, and transmitters, driving sales and profits for the company. Managed key accounts and prospect customers based on established sales plans. Co-wrote and implemented tactical business plans of penetrating new markets and areas. Placed visits and calls with a C-level liaising portfolio, making a win-win solution for clients. Performed sales life-cycle from mid-funnel contact, presentations, demonstrations, and sale for major clients, travelling nationally and internationally, also held trade show stalls. Wrote and researched for the market trends in product innovation and prices, thus imagined new products to enlarge tenders. Managed vendors and negotiated prices and delivery times.

- Authored and implemented new sales plans that drove 10% more annually in new businesses.
- Increased new sales by 50%.

MICATRONE AB –

A company providing development, production, distribution, calibration and service of measuring instruments, transmitters, controllers and sensors.

Sales Account Manager - (Production May-October 2020), Stockholm, Sweden (2019 - 2020)

Developing market in the measurement systems, regulators/controllers, transmitters and sensors, driving sales and profits for the company. Managing key accounts and prospect customers based on established sales plans. Writing and executing tactical sales plans of penetrating new markets and export distributors. Planning visits and calls with a C-level liaising portfolio, making a win-win solution for clients. Performing sales life-cycle from mid-funnel contact, demonstration, and sale for major clients. Planning trade show stalls. Researching for and reporting the market trends in product innovation and prices, for adding new products to enlarge offers.

- Authored and suggested new Business Plan.
- Initiate contact with prospects and found new distributors.

ERICSSON AB B00A –

A multinational leader providing telecom networks and services.

Account Manager (Short Term Contract), Yerevan, Armenia (2011 to 2012)

Produced strategic plans to define market and succeed in the telecommunications market, and build telecom/ICT/IMS/broadband infrastructure. Performed activities for business development from inception through completion, including marketing, business development, proposal preparation, CRM, tenders, contract negotiation, and project management, to ensure on schedule completion within budget. Directed the activities and productivity to clients' expectations, according to our market research and analysis. Surveyed customer feedback by interviewing customers. Built and maintained a client list, generated qualified leads from customer referrals. Liaised with Global Head of Sales.

- Created a 30% increase in annual sales a year with new customers, always meeting all targets.
- Achieved 95% of positive feedback support from customers.
- Established and developed the telecom market, generating revenue of \$5M.

HS SOLUTION CONSULTING AB –

A local leader providing trade services for import-export, and electrical installations.

Sales Manager, Stockholm, Sweden (2010 to 2011)

Closed sales, provided sales consulting offering alternatives and up-selling, and gained repeat business. Authored and reviewed plan and explored new channels and sub channels for the market. Monitored market figures of consumer demand, conducting market research. Provided high quality customer service through direct salesmanship and prompt service, educating potential clients, and connecting them with the technical support team. Co-wrote and monitored tenders and submitted proposals.

- Improved company performance, increasing sales by 100 %.
- Developed and found new clients by 80% in one year.
- Met and exceeded by 90% the quarterly sales targets.

ERICSSON AB KSA –

A multinational company providing telecom services, with 100K employees worldwide.

Sales Manager – Consulting Services TEMS department (One Year Contract), Riyadh, KSA (2009 Jan-Dec)

Performed different activities relating to furnish services to key customers, preparing decks and delivering them for winning tenders and SLAs. Implemented sales plans, developing the market with B2B liaising to establish contracts with clients. Scheduled operational activities according to client expectations, all coordinated around the development of the B2B market. Tracked daily progress and planned upcoming pipeline activities; moreover, interfaced with client, sub-contractors, and top management. Liaised with Product Development to communicate customer feedback and develop better products.

- Grew customer base figures by 50%, despite the global recession, keeping key customers and growing business.
- Generated sales figures of 40% more than the quota.
- Achieved a rating of 95% of customer satisfaction.

Additional experience

Technical Sales Manager at ERICSSON AB, Sweden, TSM and accountable manager of tender technical-sales team for design of telecom networks & solutions based on the customer RFQ to global & regional telecom operators in EMEA & SE Asia, delivering sales technical presentations, successfully winning many tenders (1997-2002).

Owner & GM at ARMICA AB, transformed the business through creation of new business model and value propositions, increasing revenue by 60% (1988-1992).

Co-Founder, GM & Sales Manager at Megaplast AB, a small factory in plastics industry producing plastic goods and equipment, 380% revenue growth in five years (1980-1984)