**Neeru Nair** Dubai, UAE | +971 50 459 9204 | neerunair@hotmail.com linkedin.com/in/neerunair

**Target Role:** Senior Operations, Export & Administration Leader | Open to New Industries

# **Professional Summary**

Strategic and hands-on senior leader with 30+ years of experience driving global operations, exports, procurement, and administration within the manufacturing sector. Adept at executing high-volume international projects, leading cross-functional teams, and ensuring compliance with global trade regulations. Proven success in reducing operational costs, optimizing supply chains, and expanding market presence across MENA, Europe, and Asia. Now seeking to apply this broad experience in new sectors such as logistics / exports, consulting, or administrative operations.

### **Core Competencies**

- Global Export Operations & Documentation
- International Logistics & Supply Chain Coordination
- Procurement, Vendor Management & Cost Optimization
- Team Leadership & Cross-Functional Collaboration
- Regulatory Compliance (FTA, CEPA, MOFAIC)
- Strategic Partnerships & Stakeholder Engagement
- High-Volume Project Management & Delivery
- Administration, Governance & Startup Support

# **Professional Experience**

#### **General Manager – Exports & Marketing**

Joseph Group, Dubai, UAE Jan 2018 – Present

- Led global export strategy across 20+ countries, expanding operations into new international markets.
- Oversaw cross-border trade documentation and compliance with GCC and international free trade regulations.
- Built and led a 20+ member cross-functional export team, improving accuracy and efficiency across departments.
- Reduced shipment delays by 20% through process improvements and strategic vendor collaborations and strategic sourcing.
- Managed export logistics for global clients like BMW, Hilton, CUPRA and Jio Convention Centre across MENA, Europe, and India.
- Cut operational costs by 22% while adding AED 4M+ in annual revenue through vendor and supply chain optimization.

## **Business Manager - Retail & Internal Signs**

Joseph Advertisers, Dubai, UAE Sep 2013 – Dec 2017

- Launched and scaled the retail signage division across GCC countries.
- Managed pricing, procurement, product development, and customer engagement for B2B projects.
- Delivered rebranding projects across 90+ locations for global QSR brands.

## **General Manager / Operations Manager**

Joseph Sign Systems, Dubai, UAE Jul 2009 – Aug 2013 / Mar 2005 – Jun 2009

- Oversaw business operations, team leadership, and department profitability.
- Spearheaded the department's transformation from a support unit to a 35% revenue-contributing vertical.

## **Group Administration & Procurement Manager / Administration Executive**

Joseph Group, Dubai, UAE 1995 – 2005

- Managed group-wide procurement, administration, vendor contracts, Vendor negotiation and process governance.
- Supported rapid business expansion and startup operations.

#### Education

# **MBA – Business Administration**

Institute of Management Research & Development, Pune, India

#### **BSc in Physics**

Fergusson College, Pune University, India

#### Additional Information

- Languages: English, Hindi (Fluent)
- UAE Driving License | UAE Resident Visa
- International Work Exposure: Europe, Africa, MENA, Asia, USA

## **Career Transition Statement**

Having spent over three decades mastering exports, operations, procurement, and administration in manufacturing, I am now actively seeking to diversify into sectors where my strategic leadership, crossfunctional coordination, and project delivery skills can bring significant impact. Open to opportunities in logistics, consulting, office operations, and business administration.