

RAHUVARAN RAWINDARAN

DRIVING OPERATIONAL EXCELLENCE IN TERMINAL MANAGEMENT – GENERAL MANAGER

~ Leveraging 14 Years of Experience to Optimize Terminal Operations and Deliver Superior Results ~

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PROFESSIONAL SUMMARY

- ✦ Accomplished **Head of Terminal Operations** with a proven track record of over 14 years in managing and optimizing terminal operations for maximum efficiency and profitability.
- ✦ Extensive experience in overseeing the day-to-day activities of terminal operations, including vessel scheduling, cargo handling, storage, logistics, and maintenance, resulting in **streamlined processes and increased productivity**.
- ✦ Demonstrated leadership skills in **building and leading high-performing teams**, training and mentoring staff, and fostering a culture of safety, operational excellence, and continuous improvement.
- ✦ Proficient in **developing and implementing strategic plans**, operational budgets, and key performance indicators (KPIs) to achieve organizational goals and meet customer service expectations while maintaining cost control measures.
- ✦ Strong expertise in **optimizing terminal layouts**, workflow processes, and equipment utilization, resulting in reduced turnaround times, increased throughput, and enhanced customer satisfaction.
- ✦ Skilled in managing relationships **with port authorities, shipping lines, customs officials**, and other stakeholders, ensuring compliance with regulations, resolving operational challenges, and enhancing collaborative partnerships.
- ✦ Proven ability to **analyse market trends, identify business opportunities, and develop innovative strategies** to expand terminal operations, capture new customers, and increase market share in highly competitive environments.
- ✦ Excellent **problem-solving and decision-making skills**, with a meticulous attention to detail, to address complex operational issues, identify root causes, and implement effective solutions to enhance operational efficiency and mitigate risks.
- ✦ Exceptional **communication and interpersonal skills**, adept at building strong relationships with clients, vendors, and internal teams, fostering a collaborative environment, and delivering exceptional customer service to drive customer loyalty and repeat business.

CORE COMPETENCIES

Terminal Operations Management | Strategic Planning | Operational Budgeting | Team Leadership and Management | Workflow Optimization | Vessel Scheduling & Operations | Cargo Handling & Storage | Equipment Utilization & Maintenance | Regulatory Compliance | Relationship Management | Market Analysis & Business Development | Safety Management | Continuous Improvement & Performance Monitoring

Technical Skills: Terminal Operating System | DX Portek Engineering System | Ms Word | Ms Excel | Ms PowerPoint

KEY ACHIEVEMENTS

Portek International (Subsidiary of MITSUI & CO)

- Currently engaging in an ongoing initiative with potential collaboration with **the PELINDO group (Indonesia MSOE)** for equipment maintenance, highlighting the proactivity and commitment to expand operations and service offerings.
- Led the successful **implementation of an integrated terminal operating and engineering intelligence system**, bringing together various functions and facilitating efficient operations within the organization.
- Spearheaded the **digitalization of the engineering inventory and maintenance system**, streamlining processes and enhancing the organization's ability to manage and maintain equipment effectively.
- **Led transformative projects** that significantly elevated operational efficiency and service levels, **while overseeing a USD 35 million CAPEX initiative in Phase II of business continuity efforts** in Indonesia.
- Demonstrated a keen eye for optimization opportunities within the organization by strategically planning and executing the adoption of solid tires for terminal tractors, **resulting in annual savings of SGD 110K**.
- Successfully **executed a yard optimization project** that significantly increased terminal capacity from **450k TEUs to 650k TEUs**, while also implementing process improvements that enhanced overall efficiency.
- Secured **commitments from new shipping lines**, totalling a monthly **30k TEUs**, resulting in a positive impact on the organization's profit after tax (PAT) of **SGD 80k** by cultivating valuable partnerships to drive business growth.
- Collaborated effectively with **MITSUI Indonesia** for an Operate & Maintain (O&M) equipment project, catering to manufacturing industries and container terminal operators in Indonesia.

Westports Malaysia

- Successfully secured an additional shipping line, **Cosco Feeder Svc**, through a combination of operational excellence and a strategic commercial deal, contributing to the expansion and growth of the organization.
- Played a pivotal role in the consolidation of the **Ocean Alliance service in 2017**, resulting in increased throughput which led to the selection of Westports Malaysia as the second hub after Singapore, solidifying the organization's position in the industry.
- Spearheaded the development and implementation of **an automated system for un-containerized cargo tariff requests**, streamlining the quotation process for shipping lines, contributed to operational efficiency and improved customer service.

CAREER CONTOUR

General Manager – Uniglory Worldwide, Malaysia

Sept 2023

- Develop and execute business expansion plans for key existing customers with support from stakeholders across the Group.
- Establish business relationships within the stakeholders to position Unigloryworldwide as the preferred agents at all times.
- Build and maintain key relationships at senior level with target customers, including port operators and authorities.
- Capture market intelligence, provide key inputs for public & private tenders and pricing and ability to identify and propose relevant marketing opportunities and possible strategic alliances.
- Manage the implementation of the product in cooperation with the regions and other relevant group functions.
- Maintain a documented sales pipeline with all relevant details regarding each target, their requirements and needs, information regarding key decision makers and influencers and other relevant data.
- Prepare and implement financial reporting models for pre-qualification and performance measures for each appointment and provide technical guidance.
- Responsible for TOS implementation across all affiliates with potential cost saving initiative.

General Manager – Operation & Engineering | Portek International & PT. DHU, Indonesia

Jan 2020 – August 2023

- Led and directed the overall operation and engineering functions of the container terminal, ensuring seamless coordination between departments and optimizing terminal efficiency and productivity.
- Developed and implemented strategic plans and initiatives to enhance operational performance, streamline processes, and achieve cost savings, resulting in improved profitability and customer satisfaction.
- Oversaw the planning and execution of terminal operations, including vessel scheduling, yard management, equipment maintenance, and resource allocation, while adhering to safety and quality standards.
- Implemented and maintained comprehensive safety programs and protocols, promoting a culture of safety awareness and ensuring compliance with regulatory requirements.
- Built and nurtured strong relationships with key stakeholders, including shipping lines, port authorities, and government agencies, fostering a positive and collaborative working environment and maximizing business opportunities.
- Implemented data-driven initiatives, performance tracking systems, and quality assurance measures to drive continuous improvement across the terminal operations and engineering functions.

Affiliate Manager – Asia & Europe | Portek International Pte Ltd, Singapore

June 2019 – Dec 2019

- Played a pivotal role in strategic planning and business development, expanding the affiliate network in Asia and Europe markets, resulting in increased market penetration and revenue growth.
- Successfully identified, negotiated, and established partnerships with key affiliates, fostering strong and mutually beneficial relationships that contributed to business expansion and increased market share.
- Monitored and analysed affiliate performance and KPIs, providing regular performance reports to management and implementing optimization strategies to improve conversion rates, revenue generation, and customer retention.
- Conducted training and provided ongoing support to affiliates, equipping them with the necessary tools, resources, and product knowledge to effectively promote the container terminal services and meet or exceed sales targets.
- Acted as a senior point of contact for complex affiliate inquiries, troubleshooting issues, and providing guidance to ensure prompt resolution and maintain positive relationships with affiliate partners.

Key Account Manager (Head of Section) | Westports Holdings, Malaysia

June 2015 – May 2019

- Successfully managed key accounts of international and domestic clients, ensuring high levels of customer satisfaction through proactive communication, issue resolution, and timely response to customer inquiries and concerns.
- Led a team of account managers, providing guidance, support, and training to optimize their performance and ensure alignment with customer needs and company objectives.
- Acted as the primary point of contact for escalated customer issues, resolving complex problems and coordinating with internal departments to ensure swift and satisfactory resolutions.
- Undertook market study to be familiar with supply chain and logistics industry and business in Malaysia. Linked Internal and external stakeholders to make processes and procedures seamless.
- Played a key role in business development initiatives, including market analysis, client acquisition, and contract negotiations, to expand the terminal's customer base and drive business growth.

Terminal Manager | Westports Holdings, Malaysia

Feb 2013 – May 2015

- Provided strategic direction and leadership to all the sections of terminal operations, including vessel planning, yard management, gate operations, and equipment maintenance, ensuring the efficient and safe handling of containers.
- Established and executed innovative strategies and initiatives to improve productivity, reduce turnaround times, and optimize resource utilization, resulting in a substantial increase in throughput capacity and cost savings.
- Established and maintained strategic partnerships with port authorities, shipping lines, and other stakeholders to optimize terminal operations, enhance customer service, and drive revenue growth.
- Utilized data analytics and performance metrics to identify operational inefficiencies, develop actionable insights, and implement process improvements to enhance operational efficiency and drive business results.
- Managed annual operating budgets, monitored expenses, and identified opportunities for cost reduction and revenue enhancement to achieve financial targets and improve profitability.
- Implemented robust safety programs and regulatory compliance standards, ensuring a safe working environment and adherence to terminal regulations and best practices.
- Led a multidisciplinary team of managers, supervisors, and operators, fostering a culture of collaboration, accountability, and continuous improvement to achieve operational excellence.

Terminal Operation Executive | Westports Holdings, Malaysia

Feb 2011 – Jan 2013

- Successfully implemented and managed terminal operations to ensure smooth and efficient handling of cargo, including vessel scheduling, yard management, and equipment coordination.
- Implemented and maintained robust safety protocols and procedures, leading to a significant reduction in accidents and ensuring a safe working environment for all employees.
- Developed and executed continuous improvement initiatives, driving operational efficiency and cost savings, such as implementing new technology, process enhancements, and performance evaluation systems

ACADEMIC CREDENTIALS

Bachelor of Management (Business Studies) | Binary University, Puchong

Jun 2006 – Dec 2010

Specialization: Port Industry Professional

PROFESSIONAL ENHANCEMENTS (Courses):

- Japan Trainee Programme | Mitsui Ltd | Aug 2023 – Aug 2023
- Hazard Identification, Risk Assessment & Control (HIRAC) | Portek Ltd | Jun 2023 – Jun 2023

- Measuring and interpreting port performance indicators | Portek Ltd | Jan 2023 – Jan 2023
- Home Terminal Programme | Portek Ltd | Aug 2022 – Sept 2022

REFERENCES

Mr. Kong Kok Chee | Portek International Pte Ltd
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