

VIJAY RAJ SELVAM

Houston, TX | vijayrajseelvam@yahoo.com | +1 (346) 871-1764 | www.linkedin.com/in/vijay-raj-s

US WORK AUTHORIZED (L2 VISA) – NO SPONSORSHIP REQUIRED

Professional Summary

Strategic Energy Commercialization Leader with 14 years' experience in the **downstream oil & gas energy sector**, specializing in **liquid & gas fuels marketing**, comprehensive energy solutions, logistics, pricing, deal structuring and renewable fuel integration and digital transformation of business processes. Proven success in **growing an annual portfolio to \$ 262M multiproduct portfolio by 15% YoY** across industrial / retail customers, **driving profitability** through strategic partnerships and tailored energy solutions. Led **cross-functional team of 12+ members**, nurtured channel partners, **managed 100+ enterprise accounts** aligning commercial strategy to business success. Successful P&L owner delivering fiscal targets planning Sales and Budgets for the territory under focus. Hands on development of RNG value chain, identifying greenfield and white space opportunities. Deep understanding of **energy transition dynamics** bringing a transferable global outlook to US.

Top Skills

Strategic Planning || Liquid Fuels & Gas Marketing || Supply Chain & Logistics || Total Energy Solutions || Renewable Fuels Commercialization || Commercial Structuring || Retail & Wholesale Fuel Management || Market Analysis || Strategic Account Management || Cross Functional Leadership || Stakeholder Management || Vendor Development || Channel Partner Development || Value Chain Optimization || New Energies || Product Management || Product Lifecycle || Product Launch || Consultative Selling || Team Leadership || SAP IS Oil & Gas || Siebel CRM

Professional Experience

Indian Oil Corporation Limited (A Fortune 100 Company) – (2011 to 2025)

Sr Manager - Marketing, Sales & Commercial (Mid Management Level) – 09 yrs

Led full commercial lifecycle from strategic offering development and market assessment to complex negotiations and contract finalization for multi-million-dollar accounts. Coordination with refineries, terminals on blending, balancing seasonal supply demand forecast. Act as primary commercial interface across industrial customers, logistics providers, refiners with portfolio growth targets. Managed 300+ large volume clients under steel, cement, process, manufacturing, infrastructure, transport and logistics sector for NGL, LPG, Diesel, Gasoline, Asphalt and Industrial fuels.

Driving growth and customer acquisition in the Gas business, focusing on industrial and commercial gas consumers. Responsible for identifying, developing, and executing end-to-end natural gas supply solutions for clients, LNG facility installation Spearheaded initiatives to expand gas distribution through multiple channels including LNG by truck, PL connectivity, and CGD (City Gas Distribution) networks delivering reliable, cost-effective, and sustainable fuel alternatives for industrial operations

Accomplishments:

- Managed an **annual portfolio of \$262 M** gross margin driven revenue across **315K MT of liquid & gas fuels** optimizing product flow from refinery to end user through pricing, contract design and market forecast across 4 geographic regions ensuring 99.5% on time performance.
- Led **full scale commercial lifecycle**, from market assessment and risk evaluation to deal structuring, negotiation and execution of product sales agreements for high-value energy accounts aligning internal approval, credit and contractual protocols.
- **Generated over \$100 M as new business revenue** over two years through proactive prospecting and lead generation in B2B vertical by identification of 50+ **new and expansion opportunities** and converting over 40+ new accounts, while achieving positive market share gains.
- Sustained **Market leadership in LPG, Diesel & Asphalt portfolio**, through strategic retention of large clients like State Transport Units, National Railways Network & Logistics Operators, industry collaborative efforts rooted to managing and building customer relationships.

- Delivered **custom made reference fuels** in the Gasoline portfolio to Auto OEMs, supporting their R&D and product launches, reducing the dependence on imports for custom fuels requirement.
- **Developed and implemented commercialization strategy for Renewable Natural Gas (RNG)** for industrial clients carrying out technical feasibility, designing pricing & logistics models with RNG Producers. **Expert in consultative selling**, translating complex operational challenges to tailored energy solutions demonstrated through renewable energy integration projects.
- **Led & nurtured** 4 early career professionals across different geographic regions, empowered them to **champion business development** activities. Built a high-performance team to achieving all performance metrics.
- **Acted as a subject matter expert and business consultant in developing SAP modules** for business requirements.

Manager – Retail Gas Stations Network & Fuel Network Management – 05 yrs

Served as a primary liaison between apex office and 500+ dealer operated retail stations, managing brand standard compliance, pricing strategy and profit optimization across the network. Empowered retail fuel marketing initiatives by collaborating with fuel loyalty program vertical. Oversaw operations at Petroleum Storage Terminals and regional depots providing flow assurance and inventory management for gasoline & diesel, coordinating product receipts, storage and fills ensuring efficient truck loading & fuels dispatch to gas station network. Ensured implementation of SOPs and **inculcating safety behavior** by effectively practicing and **communicating HSE Practices**.

Accomplishments:

- Led a digital transformation project of **automating 500+ gas stations** integrating them under single Central Monitoring System, enhancing **operational efficiency** and enabling data insights aiding network development.
- Leveraging automation-generated data, developed a Retail Analytics dashboard, to study **consumer behaviour**, devise **customer segmentation**, optimize **channel partner management** and design fuel marketing initiatives alongside Wet Stock Analytics and Dealer Management.
- Achieved a positive growth in per station throughput by 2 lakh gallons per month, improving revenue, optimizing dealer profitability and increasing wallet share by 2% under the territory.
- **Assumed the lead customer interface** role while orchestrating **cross-functional collaboration** with Operations, Logistics, Engineering, and Finance to ensure seamless contract execution, project delivery, and customer retention.
- Developed deep understanding of **regional price parity, transport costs** impacting markets for liquid fuels feeding insights to retail pricing, margin optimization and promotional strategies.

Key Project

Commercialization Strategy for Alternative Energy (Bio-CNG/ RNG)

Project Objective: Replacement of conventional fossil fuel to Biogas (RNG) for Industrial Applications.

Methodology: Conducted techno commercial assessment and developed logistic & pricing models. Technical and commercial viability study involving multiple stakeholders viz Client, Combustion systems' OEMs, Technical service provider, Specialized Logistic provide, RNG Producer & Statutory Authority.

Outcome: Successfully demonstrated Bio-CNG's potential as a **cost-effective, green energy solution** for high-temperature applications, creating client value through reduced operational costs and enhanced sustainability enabling competitive co-existence of RNG with fossil fuels in supporting decarbonization. Developed **dynamic pricing and logistics models** with LCA principles and Sustainability metrics

Education & Certifications

MBA., (Focused on Oil & Gas Sector) - School of Management – Pandit Deendayal Energy University, India

B. Tech., Chemical Engineering – Anna University, Chennai, India

Postgraduate Certificate Program in Product Management - Indian Institute of Management – Indore, India