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|  **DEEPAK** **DEEPAK.331570@2freemail.com** |

**Objective:** Seeking a challenging, responsible & rewarding senior management position, in a dynamic organization where my abilities and potential would be a valuable asset to your organization ensuring organization & personal growth.

**Career Snapshot**

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* Over 37 years’ experience in FMCG Sales and Marketing with reputed multinational brands in the UAE and Qatar.
* Distinction of launching FMCG products for the first time in UAE and Qatar. Making these brands the leaders in their class in terms of volumes and value.
* Exceptional leadership, communication, interpersonal, relationship management and analytical abilities, with experience of working under complex and fast paced environments.
* Currently associated with Al Oufouk Company Consumer Div. as National Sales Manager handling whole of UAE.

**Selected Milestones**

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* Successfully launched Private labels in Home Care division for Al Oufouk company under ‘Home Care’ brand & Pasta Rania.
* Established the operation of Abu Dhabi Vegetable Oil Company in Dubai and Northern Emirates. Develop private labels of Carrefour, Union co-op, Hyper Panda, AL Maya, Consumer Co-op, Alokozya, Al Hilwa, Safa,
* Increased sales of Henkel Products in Geant from 30000 AED to 120000 AED & other outlets.
* Developed new markets and established sales for products introduced for the first time in the region.
* Achieved the distinction of increasing sales for R J Reynolds by over 325% in Qatar market & for Henkel products in Dubai by 110%.
* Established brands like Society Tea, Afia Corn oil, Charms cigarettes, Nabati corn oil, Lite Life sunflower oil, Home care etc. in almost all reputed Super and Hyper markets in UAE market.

**Key Deliverables**

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- New Product Launching - Market Development - Sales Forecasting

- Market Analysis - Category Management - Merchandising

- Range Selling - People Management - Decision Making

- Time Management - Negotiation skills - Market competition

**Employment History**

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**Al Oufouk Consumer Div., Dubai (U.A.E) April 2013 to till date**

***Sales Manager – UAE.***

**Responsibilities:**

Achieving Sales revenue of 18 million annum with a sales team of 22, consisting of 1 ASM, 1 supervisor, 12 Salesmen & 8 Merchandisers.

* Ensuring positive P&L for the company.
* Reporting to the Sales director.
* Companies handled - Nabil, Emirates Marconi, Yudum, ATTCO, Galaxy, Al Ahalia.
* Preparing Annual Business plan for the company.
* Co coordinating with suppliers monthly to achieve primary & secondary Targets.

**Key Achievements:**

1. Developed Abu Dhabi Police prison for Nabil product giving a sale of 125 KAED PA.

2. Launched Home Care product /Pasta Rania contributing 25% of the company T.O.

3. Established Catering & ship Chandlers business.

**Abu Dhabi Vegetable Oil Company (ADVOC), Dubai (U.A.E) Aug 2008 to Mar 2013**

***Area Sales Manager (Dubai & Northern Emirates) – FMCG***

**Highlights:**

* Achieved sales revenue 15 million per annum reached 350 ton sales per month
* Established the operationsof ADVOC in Dubai & Northern Emirates.
* Monitor daily sales activities, supervise and lead the assigned key account teams.
* Maintain credit control of customers in line with the trading team.
* Ensure all promotional plans, trade deals, listing of products etc. as per requirement.
* Develop and execute the annual business plans with focus to increasing the market share.
* Appointing distributors in Northern Emirates.
* Handling private labels brands No 1, Panda, Al Maya, Hilwa, Safa, Alokozay, union co-op, Abeer.

**Gulf International Company (Al Batha Group), Sharjah (U.A.E) Aug 1997 to Aug 2008**

***Key Account Sales Executive – FMCG***

**Highlights:**

* Planning of monthly sales and distribution targets for Henkel products and cosmetic brand like Fa in all key account markets including Carrefour, Spinneys, Choithrams, Union Co-op, Sharjah Co-op, Shop n Save, Al Maya Lals, Emirates Co-op and Geant.
* Planning for sales and marketing of new products and negotiating for listing charges and rentals in various outlets.
* Arranging for timely distribution of goods to all outlets in liaison with merchandisers and maintenance of allocated shelves and gondolas in the outlets.
* Monitoring day-to-day, weekly and monthly sales and taking necessary action to achieve sales targets.
* Support sales by implementing promotions and space rentals in the super markets.
* Ensuring and monitoring First in First out (FIFO) on shelves in the outlets.
* Working in close coordination with supermarket managers, store managers and purchase managers and other staff of the outlets.
* Handling customer complaints and ensuring these are addressed immediately and resolved in time.
* Achieved 50% sales turnover growth over my targets during the period of 1997 - 2003 and over 110% growth during the period 2004 – 2007.

**Al Sharq Group for Trading & Investment, Doha, Qatar Apr 1994 to Jan 1997**

***Sales Manager***

**Highlights:**

* Handled overall responsibility for sales, marketing and distribution of FMCG products like Society Tea, Nabati Corn oil and other food products.
* Launched Nabati corn oil in from Saudi Arabia in Dubai and Doha markets.
* Developed distribution network in Qatar market from scratch.
* Coordinating with the principles for placing orders, imports and monitoring stocks in warehouse.
* Guiding the team of salesman for achieving sales and distribution targets.
* Monitoring day-to-day, weekly and monthly sales. Taking necessary action for achieving sales targets.
* Established the system and marketing network of the company.

**M/s R. J. Reynolds Tobacco Co. USA, Qatar Jan 1993 to Dec 1993**

***Sales Supervisor/Marketing Executive***

**Highlights:**

* Managing the sales team for distribution, promotions and sampling.
* Negotiating shelf units and planning new shelves.
* Preparing reports on Competition, Sales and sending reports to Field manager in Bahrain.
* Organizing sales promotion, sampling & switch sampling in over 70 labor camps in Qatar market.
* Arranging on-pack promotions on cigarettes and gifts for promotions.
* Increased sales and distribution to the highest ever in Qatar market for RJR. Increased turnover by 325%.

**Abdullah Al Gaoud General Trading, Dubai (U.A.E) Nov 1991 to Dec 1992**

**Highlights:**

* Established own company for marketing FMCG products.
* Imported & Launched Society tea, Mr. Brown Ice Tea and coffee.
* Sub-distributor for imported and local FMCG products like Afia corn oil, Golden Harvest products of Al Oufouk Co. for B & C class outlets.
* Appointed sub distributor for Purex bleach from USA, Mela Olive oil for the local market for B & C class outlets.

**Al Oufouk International, Dubai (U.A.E) Jan 1989 to Oct 1991**

***Sales Executive***

**Highlights:**

* Looked after sales and distribution of Abu Dhabi and Alain markets.
* Launched Afia corn oil from Savola Company and many other brands.
* Developed and established new products like Afia corn oil.
* Transferred to Dubai on good performance to develop Dubai and Ras Al Khaimah markets.

**Al Fajer Enterprise, Abu Dhabi (U.A.E) Dec 1986 to Dec 1988**

***Sales Executive***

**Highlights:**

* Launched Style cigarettes in Abu Dhabi and Al Ain markets.
* In charge of distribution, sales and marketing single handedly.
* Arranging sampling for promoting sales.

**True bell Marketing & Trading Company, Sharjah (U.A.E) July 1985 to Nov 1986**

***Sales Executive***

**Highlights:**

* Launched Charms cigarettes of VST India in Abu Dhabi and Al Ain markets sales increased to 1000 ctn.
* In charge of distribution, sales and marketing single handedly.

**M/s National Trading & Dev. Corp. (Smoker Centre), Dubai (U.A.E) Oct 1980 to Sept 1984**

***Indoor Salesman***

**Highlights;**

* Worked in stores, accounts operations and sales for getting business orientation.
* Indoor Salesman for Al Ghurair Branch.

**Academic Credentials**

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* SSC Pune Board -1975
* HSC - Pune Board - 1977

**Languages known**

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* English
* Hindi
* Sindhi

**Professional Enhancement / Trainings Attended**

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* Attended training on Merchandising in Bahrain in January 1993 from R J Reynolds
* Attended training on Sales Development, Al Batha Group, 2002. Al Oufouk Company
* Attended training on Time Management, Personality Development and Positive Thinking.
* Attended training on Sales Development Program Abu Dhabi veg Oil company 2009

**Declaration**

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I do hereby declare that the information and facts stated herein above are true to the best of my knowledge.