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| **CAREER OBJECTIVE** |

**29+** years of extensive accomplishments within diverse environments utilizing exemplary Operations management, Organizational & people skills.

Dynamic leader consistently achieves outstanding results in challenging environments while building strong relations with both clients & colleagues. Moves & relates effortlessly across all levels of Management & especially towards Marketing, Retail, FMCG, Business Development Organization, Services Industry, Human Resources, Finance, Manufacturing, Supply Chain and Logistics Fields.

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| **CAREER SUMMARY** |

Highly successful senior **Sales Manager** professional, regional & branch representative & business strategist with a proven record for steering business turnarounds, facilitating lucrative transitions to new markets, & creating solid internal structures that are both expandable for future growth & responsive to customer expectations. Consistently recognized for achieving company goals, effective client relationship management, and delivering profitable solutions to attract and maintain accounts and customers, and propel company growth. Demonstrated hands-on management style in the development & implementation of strategic plans to ensure company growth. Proven ability to increase market share, outperform competition and increase profits. Expert at designing and launching powerful business development / sales plans to drive a company to the position of leadership within its respective market and simultaneously achieve corporate goals. Sales background includes initiating contacts & securing new business, new product lines, establishment, operations & developing of sales systems & sales training managing & expanding existing accounts & brand marketing. Communication skills demonstrated through verbal & writing abilities, client relations, customer service skills, & the ability to produce in-depth reports.

* **Sales / Marketing Management**
* **Customer Relations / Key Accounts**
* **Customer Service & Quality Assurance**
* **Distribution & Brand Management**
* **Vendor / Public Relations**
* **Market Expansion/Promotion**
* **Business Development**
* **Executive Marketing**

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| **CAREER HISTORY** |

**Masafi – Abudhabi,Alain,Dubai,Sharjah&Northern Emirates(UAE) – Mar 2015 to Present.**

***Regional Sales Manager.***

* **Duties & Responsibilities.**
* Developing the business through numerical distribution & category wise coverage.
* Closely monitoring each category growth including competitors.
* Implementing new strategy for the weak SKU’s performance.
* Launching aggressive trade deals and promotions to block competitors.
* Funding for additional displays based on its return of investments (ROI).
* Maintaining market leadership by referring various survey reports.
* Motivating sales team with additional incentives / rewards + personal appreciations.
* Sparing time for route riding and for on job trainings.
* Ensuring the year to date (YTD) achievements in terms of volume & revenue.
* Driving the business efficiently without bad & doubtful debts.
* Collaborating with inter departments for operational efficiency.
* Launched 22 new van sales routes in addition to 20 preselling routes for horizontal & vertical business growth.

**Coca Cola, Fujairah & RAK , UAE - June 2013 to Feb 2015**

***Sales & Operations In charge* - Northern Emirates.**

* **Duties:**
* Improve the operational systems, processes and policies in support of organizations mission -- specifically, support better management reporting, information flow and management, business process and organizational planning.
* Play a significant role in long-term planning, including an initiative geared toward operational excellence.
* Oversee overall financial management, planning, systems and controls.
* Invoicing to funding sources, including calculation of completed units of service.
* Develop and manage annual budget.
* Drive initiatives in the management team and organizationally that contribute to long-term operational excellence.
* Responsible for Sales / Finance / Fleet / Services & Ware House.
* Responsible Sales Channels – Hypermarket / Supermarket / Minimarkets / Petroleum Food marts / Grocery / Star Level Hotels / Caterings & Institutions / Local & International Fast Food outlets / Restaurant & Cafeterias / Ship chandlers.
* Leading a team with 26 employees from five nations.

**Coca Cola, Abu Dhabi, U.A.E – April 2001 to May 2013**

***Senior Sales Supervisor***

* **Duties:**
* Enhances staff accomplishments and competence by planning delivery of solutions; answering technical and procedural questions for less experienced team members; teaching improved processes; mentoring team members.
* Identifies business opportunities by identifying prospects and evaluating their position in the industry; researching and analyzing sales options.
* Sells products by establishing contact and developing relationships with prospects; recommending solutions.
* Maintains relationships with clients by providing support, information, and guidance; researching and recommending new opportunities; recommending profit and service improvements.
* Identifies product improvements or new products by remaining current on industry trends, market activities, and competitors.
* Prepares reports by collecting, analyzing, and summarizing information.
* Maintains quality service by establishing and enforcing organization standards.
* Handling different channels in assigned territory i.e. Hyper & Super Market, Horeca and Grocery.

**Coca Cola, Abu Dhabi, U.A.E – May 1997 to Mar 2001**

***Preseller/Sales Representative*** **(Key Accounts/HORECA/General Trade)**

* **Duties:**
* Adjusts content of sales presentations by studying the type of sales outlet or trade factor.
* Focuses sales efforts by studying existing and potential volume of dealers.
* Submits orders by referring to price lists and product literature.
* Monitors competition by gathering current marketplace information on pricing, products, new products, delivery schedules, merchandising techniques, etc.
* Recommends changes in products, service, and policy by evaluating results and competitive developments.
* Assuring availability of all SKU’s.
* Collecting accounts receivable on time.
* Reporting market issues / feed backs on daily wise.

**Coca Cola, Abu Dhabi, U.A.E – Feb 1996 to April 1997**

***Merchandiser.***

* **Duties:**
* Developing assigned outlets trough proper availability & visibility.
* Negotiating temporary rentals for additional display spaces.
* Coordinating with inter departments for timely actions.
* Achieving the budgeted sales with periodic promotions and sampling campaigns.
* Played a key role in outlet wise promotions and its forecasting’s.
* Displaying products as per company standard and Plano gram.
* Maintaining good relationship section supervisors and managers.
* Efficiently managing space and Time.
* Reporting day to day competitor activities to superiors.

**McDowell’s Soft drink Division, India. – Jan 1987 to Dec1995**

***Sales Officer.***

* **Duties:**
* Selling soft drinks through distributors and agents.
* Appointing new distributors and agents.
* Achieving distributor and agent wise sales budgets.
* Brand and pack wise sales promotions.
* Territory Advertisements.

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| **EDUCATION AND CREDENTIAL** |

University of Kerala, India

* **Bachelor Degree in Commerce**

Indian Institute of Sales, Bangalore, India

* **Post Graduation Diploma in Sales & Marketing**

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| **COURSES AND TRAINING** |

Centre for Management Development, India

* **Entrepreneur Management**

Rajiv Gandhi Centre for Technology, India

* **Fruit & Vegetable processing**

Industrial and Technical Organization, India

* **Entrepreneurship development**

Ministry of Human Resource, India

* **Production of dairy products & presentation**

Coca Cola Sales Academy, U.A.E.

* **Sales skills - Presentation, Negotiation and Category management.**

Coca Cola Training Institute, U.A.E.

* **Merchandising skills**

AGL-Coca Cola Coaching Centre.

* **Supervisory skills**

Chamber of commerce, Alain, U.A.E.

* **Advance Sales Techniques**

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| **PROJECTS & AWARDS** |

* **Handled company sponsored programs- FIFA youth Football - UAE, IDEX - International Defense exhibition.**
* **Best Execution Award + Route Excellence Award + Best Consumer Promotion Initiative Award**

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| **SPECIAL SKILLS** |

* **Computer & IT:**

Microsoft Office™ (Word™, Excel™ PowerPoint™)

Windows XP, Windows 7

Internet & Research

* **Language:**

English: Fluent

Hindi, Malayalam & Arabic (Spoken)

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| **PROFESSIONAL REFERENCES** |

* **Available upon request**