

**Lawrence**

[**Lawrence.332545@2freemail.com**](mailto:Lawrence.332545@2freemail.com)

**Core Competencies**

* Key Account Management
* Strategic and tactical Marketing
* Negotiations
* Increase Distribution & Market Share
* Team management - Team Recruitment, Training & Retain (Sales, Merchandisers &Promoters)
* Product Launch & Promotion Strategy
* Sales maximization
* Forecasting & Managing Ageing stocks
* Receivable management

**Executive Credentials**

* **Dynamic 13-year career reflecting pioneering experience and record-breaking performance with the leading companies in UAE from the FMCG Industry**
* **FMCG experience spanning UAE in multi category Portfolio which includes planning and management of Modern Trade, Traditional Trade, supermarkets and Self Service stores.**
* **Recognized as a top performer consistently achieving annual sales / financial goals. Excellent communication skills in English and the ability to interact effectively at all levels**
* **Experience in Business Operations – Forecasting, Account Promotional planning, action plan on ageing stocks and receivable management.**
* **Attention to detail a professionally self-driven sales enthusiast with a quest for excellence.**
* **Well organized with proven competencies in optimizing Team dynamics**

**Professional Experience**

**Al Tamy General Trading – Al Mushbah Group (KSA) Jan 2016 till Date**

**Distributors for Rasasi Perfumes ME**

**Functional Role: Retail Division Sales Manager**

**Key Responsibilities**

* **Strategy**
* Assist the General Manager in defining the yearly strategic plan for the division and preparing & managing the Budgets for the year
* Participate with the General Manager in strategic meetings with supplier to negotiate commercial conditions (margin, animations, exclusivity…)
* Business Development in UAE (modern Trade/Traditional trade & Self-service stores)
* Negotiations of Annual BDA with all applicable stores
* Receivables Management
* Marketing
* Coordinate with brand managers and the Marketing Department on the yearly plan suitable for the market and as per the supplier’s calendar
* Develop with the Marketing Manager the yearly calendar and oversee marketing activities implementation
* Recommend to the Marketing team on marketing mix and new openings, and ensure smooth implementation.
  + Reporting
* Follow up on daily sales vs monthly/yearly target and take action when necessary
* Record, monitor and analyse market trends, competitor activities and provides suggested action plans
* Provide The General Manager with quantitative and qualitative reports using data from market studies.
  + Stock Management
* Review stock level with stock control and General Manager and implement actions accordingly
* Follow up with the Team to ensure optimization of the stock level usage
* Participate in setting up the purchase plan
* Ensure all team members are following the established procedures of ordering/ Sales
  + Man Management
* Ensure the best level of customer service, recommend Sales plans, coordinate implementation and monitor follow up
* Involved in the recruitment process of Staff (Sales Executives/Merchandisers/Perfume promoters)
* Manage, engage and guide the team
* Set the objectives and budgets for team members and ensure their accomplishment
* Responsible for coaching and training team members, and formalise and follow up on each team member’s Individual Development Plan, in coordination with the employee and HR
* Ensure identification and proper development and recognition of Talents within the Team

**COTY DISTRIBUTION EMIRATES LLC UAE – Chalhoub Group Jan 2014 till Dec 2015**

**Categories – Beauty, Fragrance, Toiletries, Make up & Bath care**

**Representing Global FMCG Brands: Adidas, Jovan, Playboy, Pierre Cardin, David Beckham, Celine Dion, Sally Hansen & Cutex**

**Functional Role: National Sales Manager**

**Key Responsibilities**

* Business Development in UAE for Key Accounts, Modern Trade, Traditional trade (supermarkets) & activation of new stores (Self Service) – Delivery of targets, goals, objectives & ensure timely collections
* Negotiation of annual BDA (business development agreements) to assigned stores
* Drive customer engagement at Head Office level & implement at store level
* Ensure the timely and effective implementation of agreed category display initiatives through Head Office agreements
* Champion the implementation of key projects & launches
* Track calendar activity implementation to assigned accounts
* Co-develop new customer activation to increase distribution and market share
* Range management activation to maximize sales as per account including listing and promotions
* Managing BTL Trade Budgets within specified frame work
* Periodic update of account score card to analyze and take corrective action
* Identifying the Gaps by accounts and Analyse monthly/quarterly
* To prepare monthly Target and key account promotional plan based on brand strategy
* Periodic updates of route plan for Merchandisers & Sales Team to maximize Team Dynamics
* Ensure timely collection of receivables & action Bad Debts

**Achievements**

* Business Growth of 33% YTD vs. 2014
* Increase in Market share in the Body Spray Category by 6% due to weighted increased distribution
* Increased the visibility share on shelf in Lulu group by 16 % & 20 % in the body spray, EDT category in line with the sellout share.
* Successfully launched **Adidas Climacool** in March 2015 across all EMKE/Al Maya/Choithram and traditional trade in a record 14 days in terms of listing, availability on shelf, increase in visibility and placement at eye level.
* Closed the EMKE BDA 2015 with a marginal increase in the back margin, but secured an increase in the number of Perfume promoters and confirmation in the number of promotional activities with a number of booklet inserts.
* Introduced Adidas 6 lines in **ENOC/EPPCO** across 40 sites in Dubai – A great achievement.
* Independently activated the Pharmacy channel
* Introduced the ship chandelling channel.
* Activated sports stores across UAE.

**JADE DISTRIBUTION LLC UAE JAN 2008 – DEC 2013**

**Beauty/Fragrance & Toiletries Categories**

**Brands Managed: Body Fantasies, Tabac, Police, Bourjois, Milton Lloyd & COTY Beauty.**

Sales Supervisor – JAN 2008 TO DEC 2011

Sales Manager – JAN 2012 TO DEC 2013

**Functional Role: Sales Manager**

**Key Responsibilities**

* Managing UAE key Accounts- Planning & Strategy and leading a team of 6 key account executives and 1 merchandising supervisor.
* Key resource for managing companies major accounts contributing 70% revenues like Carrefour and EMKE Group
* Identifying appropriate sales opportunities for key accounts and communicating to the management
* Devising the strategies to Improve market share of the brands basis competitor analysis for key accounts and new briefs
* Extensive understanding of planning the brand spends with ROI
* Evaluating the spends and tracking GH as per Key account agreement
* Ideated and developed score card and DSR for sales team
* Negotiating and signing yearly key accounts agreement
* Recruiting and Training of Sales Staff, Merchandising team and promoters.

**ALLIED ENTERPRISES** - **Leading Distributor for Fragrances, Toiletries, Hair care, Skincare &Makeup**. **2004 - 2007**

Sales Representative – JUNE 2004 TO DEC 2006

Sales Supervisor – JAN 2007 TO DEC 2007

**Functional Role: Sales Supervisor**

**Key Responsibilities**

* Responsible for Handling Accounts with respect to Product listings, Sales, Displays and Promotions
* Launching of new brands in assigned Accounts in a phased manner
* Category management in the Mass and the Mastige segment for fragrances
* Calendar event planning for the Beauty Festivals in Carrefour, Spinneys, Geant and Hyper panda.
* New Product and category introduction to UAE market aligning BTL activities

##### Promotion Planning and Performance Analysis

* Key account meetings to review, formulate and plan business development activities
* Negotiating secondary displays in line with standards set by the management.
* Assisting the Department Manager in Forecasting and suggesting promotions on ageing stocks

**Academic Credentials**

* Graduate in Commerce from Pune University in India.
* Proficient in MS office. Word, Excel, PowerPoint, Pivot tables.

**Personal Details**

* Date of Birth: 09-09-1972
* Status: Married