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**CAREER OBJECTIVE**

A management professional with 25+ years of exceptional track record in **FMCG, Consumer Electronics & Petrochemical** Industrieshandling end-to-end supply chain and logistics operations with competencies in demand and supply planning, customer service, **in a manufacturing & importing environment**, **and with a Marketing background** seeking a key position with a growth oriented organization to contribute acquired skills for making tangible contributions to the financial bottom-line.

**SKILLS**

* Market analysis which includes Pricing, data base management & Sales & Operation Planning.
* Supply Chain Management, Strategic Planning, Demand & Supply Planning, Inventory Management,

Distribution & Logistics, Customer Service and Support

* Planning/Strategizing, Production Planning and Project Management, Evaluating KPIs, Order management.
* Team Building, Motivation, Interpersonal & Communication Skills, Team management
* Analytical Skills, Critical Thinking, Decision making
* Computer Related Skills: MS Office Applications
* SAP- APO, Business Warehouse (BW) expert

**ACHIEVEMENTS:**

* In the project team for setting up manufacturing and repacking operations in Dubai for NESTLE. Successfully planned & executed the tasks which helped the delivery of the projects on time.
* Played a key role in expanding our business to North African Region for NESTLE

**PROFESSIONAL EXPERIENCE**

**BOROUGE PTE LTD., Abu Dhabi (an ADNOC group Company)**

**Global Demand Manager (Reporting to VP of Supply Chain) Nov 2011 till Nov 2012**

Key Responsibilities:

* Ensure effective management of day-to-day operations of the team in order to ascertain operational optimization and achievement of business objectives as per defined quality standards and procedures.
* Focal Point of contact for the regional markets, supply, replenishment and production team.
* Constant review on Business performance and highlight gaps and action plans to resolve the gaps.
* Full accountability on sales plan allocation versus plant capacity in order to enhance best profitability as per defined strategy.
* Ensure Demand & Supply is Balanced
* Effective co-ordination on NPD Launches
* Provide support to the Regional Leadership in finalizing monthly and annual sales plan by bridging gaps created by supply capability or due to change in Market dynamics**.**
* Analyze risks & opportunities arising due to changes in supply, demand in the Regions and inventory across the Supply Chain.
* Provide support to Market Centre Vice President in decision making process in implementing Global Market Centre Strategy for supply allocation and prioritization and fuel the growth of the business

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**BOROUGE PTE LTD., Abu Dhabi**

**Sr. Market Analyst (Reporting to VP of the Market Centre) Nov 2012 till Aug 2016**

Key Responsibilities:

* In depth knowledge of key regional, global **polymer** players in the market, in terms of their capacity by product types, knowledge of feed stocks and their supply, demand & pricing situation in the market. This requires effective co-ordination with sales, marketing, product management & Supply Chain. Effective use of these information in proposing the monthly/weekly price guidelines to Sales.
* Maintain the price guidelines in SAP & monitor the actual selling price and profitability.
* Recommend pricing to VP for enquiries from Sales for special projects. Manage the administrative activities for price approvals.
* Regular review of customer categories and recommend changes as and when required with proper justification.
* Support the Marketing organization effectively with the collection & analysis of information relating to key competition, Global market, Target Market, Global macroeconomic situation, market share,etc., and play a key role in developing the marketing strategy & also in the implementation of the strategy.
* Coordinate and support the Marketing Center’s new product or application development projects with primary and secondary market research data so that the Marketing Centers can determine how to market the specific product or application at the earliest possible stage with a low risk of failure.
* Prioritize and assist with production issues when needed. Analyze and recommend actions to VP to maximize the profitability. Also analyze and report the product profitability in various situations.
* Finalize the Global business plan for the Market Centre in discussions with the regions, the Market Centre & product management.
* Monitor and report the monthly Balance Score Card KPIs and other monthly reports on Market updates, quality claims, prices, etc.,
* Responsible for maintaining and reviewing the SOPs relating to various marketing activities. Play a major role in the bi-yearly internal and external audit.

**NESTLE MIDDLE EAST FZE., Dubai, United Arab Emirates**   **Mar 2003 to Nov2011
*Category Supply Chain Manager***

Key Responsibilities:

* Reporting to the Head of Business Unit, managing supply chain operations/performance, leading effective delivery of supply services, and providing advice/recommendations for improving supply chain performance. This includes managing supplies for 13 countries (Middle East and North Africa) from the local factories in UAE and also from other Asian/European factories. In many of the Countries, we operate through our own affiliates and others through Agents.
* Handling the dynamic forecasting process. Reviewing the demand plan and leading the monthly forecasting review meeting with the senior management.
* Managed a team of a demand planner, a supply planner & a customer service Executive.
* To ensure demand and supply is balanced
* Effective co-ordination on NPD launches and co-packing process
* Develop quality relationships with own manufacturing units and also with third party manufacturers.
* Planning, organizing, directing, controlling and evaluating supply activities, maintaining uninterrupted flow of stock while working in close collaboration with the marketing team to align the business strategies and accordingly ensure optimized supply chain strategies.
* Responsible for Supply Chain KPIs including stock covers, customer service level, actual sales vs. forecasts, freshness, stock values and other related KPIs like working capital, cost of distribution.
* Evaluating business needs and delivering cost effective supply chain solutions that are aligned with the overall business direction.
* Actively participating in the innovation and renovation projects. Planning and implementing cross-functional co-ordinations between various functions within the organization to maintain a smooth supply chain.
* Inventory Management. Responsible for finalizing the stock covers & maintaining the same. Constant analysis on Inventories to ensure that the targets for working capital is achieved.
* Deploying contingency plans in case of capacity Constraints, political instability scenarios, etc.
* Initiate the SKU Rationalization drive with Sales & Marketing Team.
* Managing the freshness of the products throughout the region and avoid Bad Goods.
* Preparing formal reports for senior management expressing an opinion on the quality of control systems and incorporating approved solutions to process gaps.
* Managing a team of 3 people.

**NESTLE MIDDLE EAST FZE., Dubai, United Arab Emirates**   **April 2001 - February 2003**

***Demand & Supply Planner***

Key Responsibilities:

* Planned and executed sales initiatives to achieve KPIs, liaised vertically and horizontally across departments to ensure smooth/well-coordinated execution of the business plans as per stipulated budget specification
* Organized inventory considering sales requirements and optimal stock levels, evaluated purchasing activities and maintained uninterrupted flow of materials to support sales schedules.
* Ensured high quality demand and supply projection and reliability for short, medium and long terms.
* Provided baseline forecast through primary thrust to the marketing team for their collective approval.
* Managed inventory targets that are approved by the management as well as monitored SKU levels and recommend SKU rationalization initiatives in the future.
* Analyzed sales trends, improved the supply requirements accordingly, and kept the inventory level within the prescribed minimum and maximum levels.

**NESTLE MIDDLE EAST FZE., Dubai, United Arab Emirates**   **May 1998 - March 2001**

***Customer Service Executive***

Key Responsibilities:

* Prioritized customer issues based on severity and followed up accordingly. Multi-tasking several support issues concurrently to rectify issues without delay to the utmost satisfaction of the client.
* Ensured clear communication pertaining to service terms/conditions, ascertained confidentiality and followed up on complaints to prevent escalations and legal implications.
* Researched and analyzed new developments and changes in policies/procedures to enhance the quality of customer service provided.
* Maintained close relations with customers, ensured prompt attendance to complaints, effected process modifications as per feedback, and solicited referrals through superior customer management.
* Maintained documentation including LC documentation (this requires thorough knowledge on INCO Terms and Government regulations on documentation for FMCG industry) and co-ordained with regulatory colleagues to ensure clearance of goods through customs.
* Effectively communicate and interface with sales force on various issues.

**Previous Professional Experience:**

* **May '92 - Apr '98:** Logistics Executive with **SONY GULF FZE.,** Dubai, United Arab Emirates.
* **May '88 - Apr '92:** Logistics Executive with **ASIAN PAINTS (INDIA) LTD.,** Mumbai, India.

**EDUCATION**

**Calicut University**, India **May 1987**

Master's degree in Mathematics

**PERSONAL INFORMATION**

* Gender : Male
* Nationality : Indian
* Residence Location: Dubai, United Arab Emirates
* Languages : English