**A D I L**

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**Seeking a challenging Management OR Mid Management position in…**

Sales / Marketing / Business Development

An Integrated Sales & Marketing professional **with 14 years** of experience in leading FMCG Companies, with in-depth knowledge of the Qatar & UAE food market. Particular expertise in Strategic Planning, Business Development, Public Relations, Direct Marketing, Sales Promotion, Key Account Management and People Development.

***Profile at a Glance***

* Skilled in strategic communications management; Utilizing creative intellect, strategic insight and sharp planning skills to manage business operations and meet top-line and bottom-line objectives.
* Highly organised & dedicated with a positive attitude. Self motivated; able to set effective priorities and handle multiple assignments under high pressure within tight deadlines; adapt easily to new concepts and responsibilities.
* Ability to trigger growth through implementing leadership initiatives in dynamic business environments.
* Successfully managing State of Qatar operation with growth.
* Well versed at Campaigns, Logistics and Merchandizing, Analysis, Customer Mapping and Purchase coordination, conceptualizing and implementing cross-promotional ideas to create demand and profit.

***Areas of Expertise***

* New Business Development / Campaigning
* Distribution network management
* Vendor Management
* Persuasion, Negotiation & Closing Skills
* Strategic Planning & Implementation
* Logistics and Merchandizing
* Finance & Budgeting
* Customer Service Management / Retention
* Public relations/ inter departmental communication
* Market Research / Analysis
* Key Accounts management

***Key Achievements***

* Successfully managing State of Qatar operation with profitability.
* Planned and successfully executed Sales & Marketing Strategies.
* Al Maha Dairy brand became known in State of Qatar within two months of it launch.
* Identified and hired right candidates for the operation.
* Implemented Standard Operation Procedure.
* Outstanding Sales performance awards in the year 2010.
* Organised Vision Seminars at Pragati Maidan in New Delhi for Manufacture Association of Information and Technology in 1995 – 96.

***Career Profile***

**Al Rawdah Dairy & Juice Products,** Unit of Ghanem Al Thani Holdings W.L.L., State of Qatar

*Sales Manager (September 2014 onwards)*

*Branch Manager (July 2012 – September 2014, United Kaipara Daries, Abu Dhabi)*

*Area Sales Manager (Apr 2010 – July 2012, Al Buheira Lacnor, AbuDhabi)*

*Sales Supervisor (Dec 2006 – Mar 2010, NFPC – Lacnor, Milco, Oasis, Aqua, AbuDhabi)*

*Sales Administrator (Sep 2002 – Nov 2006, Al Buheira Lacnor, Abu Dhabi)*

**Job Profile – As Sales Manager**

* Responsible for sales and marketing operation at country level.
* Set company vision, planned budget and annual growth.
* Identified areas, accounts and created a customer database.
* Formulated a coverage plan for Traditional Trade Customers.
* Negotiated and took on board Modern Trade Customers.
* Built a team, trained them on different aspects of sales, coverage, availability and Visibility.
* Trained the team on Merchandising, Objection handling and Planning.
* Planned outstanding collection from customers without over due.
* Developed products coordinating with Production and Quality Control department.
* Planned and executed Marketing strategies for the development of brand

**Job Profile – As Branch Manager**

Currently leading a team of 7 direct and 60 indirect reporting and reporting to the Sales Director.

* Managing entire operation of Abu Dhabi Branch including Western Region up to Sila.
* Departments reporting are Sales, Administration, Accounts, Inventory, Maintenance, and Logistics.
* Prepared Standard Operating Procedure (SOP) and driving sales through it.
* Route Optimization & Customer Mapping and implementing HHT.
* Introduction of new products in Modern Trade & Traditional Trade, Visibility Drive & Planogram lmplementation.
* Synchronization of Credit Terms, Collection of Bad Debt, Audit of Company's Assets in market and ensuring that the objectives are implemented.
* Through market survey, analysis and research acquired expertise in the food industry to provide the best sales & marketing solutions to increase the growth.
* Liaison and coordinated with the vendors.

**Job Profile – As Area Sales Manager**

* Responsible for sales operation of Abu Dhabi & Western Region.
* 3 direct reporting and 40 indirect reporting by sales representatives, merchandisers and executives.
* Lead the team to achieved exceptional growth as compared to LY.
* Outstanding Sales Performance in the year 2010.
* Reduced over all expense maximizing profit.
* Responsible for handling Operations & Campaigns.

**Job Profile – As Sales Supervisor**

* Responsible for sales operation inside Abu Dhabi city area with 7 direct reportings and 10 indirect reportings.
* Lead Lacnor brand to the growth of 20% in 84 Key Accounts of Abu Dhabi with a proper cost management.
* Responsible for generating and administering the key accounts sales of EMKE group (LULU super market chains), Abu Dhabi Cooperative Society, Fathima Group, Alam Group, Millennium Group, Safeer Group, Choitram Group and SPINNEYS etc.

Prior to this worked as Sales Administrator responsible for sales forecast, sales monitoring, correspondence with customers, report generation for management decision making. Supporting sales team logistically and by providing feedback on various aspects.

***Training/Seminars***

* Certified sales skill management programme through Glendinning, Middle East.

***Academic Qualification***

* **Bachelor of Commerce,** Magadh University (1993 – 1996)