

**GOPI**

[**GOPI.366534@2freemail.com**](mailto:GOPI.366534@2freemail.com)

**CAREER OBJECTIVE**

MBA in marketing, 20+ years’ experience as Sales &Marketing Manager in in the field of Fresh &Frozen Poultry products and FMCG in UAE, Seeks suitable placement, wherein my education, experience and skills to efficiently utilized to increase the sales volume, profitability and reduce the wastage of the firm, and build a strong distribution network for achieving deeper market penetration.

**CAREER SUMMARY AND EXPERIENCES**

* **Administered training and direction to sales team to encourage self-sufficiency and competition; established reputation for operational excellence and superior customer service to optimize revenue development.**
* **Handled an annual sales budget of 140 million Dirhams; successfully accomplished growth in sales within time of induction by steering consistent growth in market penetration and brand equity.**
* **Led market research and industry/competitive analysis to eliminate coverage gaps in key market segments; implemented best industry practices aligned with benchmarks to attain best returns on investment.**
* **Planned and executed strategies to steer market share growth in UAE market; served as a focus point for decision making regarding product pricing and promotional campaigns to enable efficient capitalization of market opportunities.**
* **Prioritized consistent improvement in product quality and value proposition; negotiated and closed lucrative deals to facilitate business development and client portfolio growth.**
* **Identified and established key accounts to secure additional revenue streams; followed up on deals, verified correct delivery of contractual obligations, and updated the company sales department’s KPIs.**
* **Establishing trusted long term key accounts to facilitate organizational sustainability; supporting the management in well informed critical decision making and future planning.**
* **Successfully launched new packing of 15 pcs eggs in UAE markets.**
* **Conceptualizing and implementing marketing strategies, promotional campaigns and discount schemes; determining product pricing to remain competitive and provide buyers with best value for money.**
* **Streamlining market research for identification and enforcement of competitor's benchmarks; organizing training for sales team and maintaining constant dialogue to optimize productivity.**

**KEY SKILLS**

**Sales Management, Marketing, Business Development, Operations Management, Supply Chain Management**

**Project Management, Procurement, Key Account Management, Budgets, Strategic Planning/KPI’S setting/Implementation.**

**Management Reporting, Resource Allocation, Market Research, Competitive Analysis, Negotiations, branding and market trend analysis.**

**Fiscal Management, Proposal Development, Deal Structuring, Formulating Policies/Procedures and management changes.**

**Logistics Planning, Forecasting, Territory Management, Risk Assessment, Cost Control, Crisis Management**

**Customer Relationship Management, Multi-Channel Distribution, Promotions, Vendor Relations**

**HR Selection, Development & Training, Performance Management, Quality Control.**

**Leadership, Team Building, Decision Making, Communication, Measurable Deliverables, Time Management.**

**ACHIVEMENTS AND HIGHLITS:-**

**Made budget for DH 126 million and achieved the goal.**

**Minimized the wastage %**

**Achieved maximum profit %**

**Achieved maximum market share %**

**Reduced the customer complaint %**

**Achieved the quality index % as customer expecting.**

**Achieved customer order fulfillment %**

**Minimized ageing period of creditors.**

**Achieved targeted monthly and yearly sales.**

**Reduced the bad debt %.**

**HISTORY OF EMPLOYMENTS**

**SEP 2016 TO TILL DATE**

**SALES &MARKETING MANAGER**

**M/S SCORPIO GENERAL TRADING CO L.LC**

**AL AIN, UAE.**

**GENERAL TRADING AND DEALING IN FMCG ITEMS.**

MARCH 2010 TO SEPTEMBER 2016

**SALES & MARKETING MANAGER**

M/S AL AIN FARMS FOR LIVESTOCK PRODUCTION-POULTRY,

AL AIN, UAE.

MANUFACTURING AND MARKETING FRESH CHICKEN AND TABLE EGGS.DAILY PRODUCTION OF 2000 CARTON OF FRESH CHCIKEN AND 700CARTON OF EGGS.

APRIL 2004 TO FEBRUARY 2010

**SALES & MARKETING MANAGER**

M/S RAS AL KHAIMAH POULTRY &FEEDING COMPANY,

RAS AL KHAIMAH, U.A.E.

MANUFACTURING AND MARKETING FRESH CHICKEN AND TABLE EGGS.DAILY PRODUCTION OF 1800 CARTONS OF FRESH CHCIKEN AND 350 CARTONS OF EGGS.

DECEMBER 1997-JAN 2004

**SALES &MARKETING MANGER**

M/S AL JARF GENERAL TRADING CO.L.L.C,

SHARJAH, U.A.E

DEALINGS WERE IN GENERAL TRADING AND MAINLY IN FOODSTUFFS, POULTRY PRODUCTS,DAIRY PRODUCTS AND SPICES.

FEB.1989-AUG.1997

**HEAD OF THE STORES AND CO-ORDINATING WITH SALES AND PRODUCTION.**

M/S NATIONAL PAINTS FACTORIES COMPANY, SHARJAH, UAE.

MANUFACTURER OF DECORATICVE PAINTS, INDUSTRIAL PAINTS, PROTECTIVE COATING PAINTS, CAR PAINTS AND MARINE PAINTS.

OCT.1986 –OCT.1988

**HEAD OF STORES AND CO-ORDINATING WITH SALES AND PRODUCTION.**

M/S GULF PAINTS FACTORY, AL AIN, UAE.

MANUFACTURER OF DECORATICVE PAINTS, INDUSTRIAL PAINTS AND PROTECTIVE COATING PAINTS.

**EDUCATION AND CREDENTIALS**

* COMPLETED B.A. ECONOMICS DEGREE FROM KERALA UNIVERSITY, INDIA.
* MBA MARKETING, JAIPUR NATIONAL UNIVERSITY, INDIA.

**ATENDED TRAINING COURSES**

* PROFESSIONAL DEVELOPMENT CERTIFICATE FOR ISO 9000 STANDARDS & DOCUMENTATION FROM AQA.
* INTERNAL AUDITORS COURSE FROM Q-TRAC TRAINING.
* ACCREDITED INTERNAL QUALITY AUDITORS COURSE FROM TMC.
* HACCP AWARENNESS TRAINING FROM TUV MIDDLE EAST.
* ISO9001:2008 TRANSITION TRAINING FROM TUV NORD MIDDLE EAST.
* FOOD HANDLING TRAINING COURSE FROM TUV NORD MIDDLE EAST.
* TRAINING GOT FOR SETTING UP THE KPI’s.

**SPECIAL SKILLS**

* **Computer & IT**:
* Microsoft Office™ (Word™, Excel™ PowerPoint™)
* Operating Systems
* Internet

**LANGUAGES**

* English : Expert
* Malayalam : Native
* Hindi : Expert
* Arabic : Intermediate