**Rienzie**

[**Rienzie.368620@2freemail.com**](mailto:Rienzie.368620@2freemail.com)

**Dear Sir/Madam**

**APPLICATION FOR THE A SUITABLE POSITION**

**I am a creative hardworking passionate business management expert with top MNC and conglomerate experience in sales,marketing and distribution disciplines in GCC region.**

**I was the business head for Beverage division in Al Seer Oman with 6 agencies namely Suntop,AlAinand have managed many other leading food agencies such as Ferrero Mazola with an annual turnover of 120 million dirhams per annum.I also have gained tremendous experiences in working in the markets such as KSA,QATAR & OMAN managing Dairy ,Fresh juices ,Long life juices .Bakery ,Confectionary and many other categories thorough which I have gained the knowledge in managing different distribution and business models pertaining those categories.**

**Here are some ways I can contribute to the growth of your enterprise.**

* **Excellent track record and experience in transforming strategy concepts into reality in companies I worked.As per current AC Neilson Data ,Driven Oman Ferrero business to become to second player within the period of 18 months (2014)**
* **Hands on expertise in distribution and local policies procedures can give competitive edge and penetrate into untapped markets .**
* **Good knowledge in Oman market FMCG behaviour and pricing strategies .**
* **Design and implement realistic business strategies that focus on the customer and the shopper satisfaction through out all trade channels**
* **Enable growth by planning ,prioritizing and managing trade marketing investments and ensure market execution efficiency**
* **Drive the business with SWOT based assessment on competitors and business opportunities in the market and drive towards the set business objectives**

**I strongly feel my unique analytical ability blend with good organizational skills & passion in customer relations will be a definite advantage for the positions applied.**

**I believe you will find my cv is interesting & expecting a favourable reply, I remain .**

**Thanking You**

**Yours Obediently**

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**RIENZIE**

**PERSONNEL INFORMATION**

**Date of Birth 18th January 1972**

**Gender Male**

**Nationality Sri Lankan**

**Marital Status Married**

**PROFESSIONAL QUALIFICATION**

* **Certificate in Marketing (Chartered Institute Of Marketing –UK)**
* **MBA – International Marketing(MGU)**

**EDUCATIONAL QUALFICATIONS**

* **G.C.E. A/L - 1990**
* **G.C.E. O/L - 1987**

**PROFESSIONA**L  **EXPERIENCE**

**Previous Employment**

Al Seer Group Of companies –Sales Manager –Beverage/Food/Non Food –Oman

Beverage –Sun Top ,AlAinWater,Caprison,HUL products

Non Food –Fine ,Creme 21

Food –Ferrero,Mazola,Deema,Mani Foods ,Ceres,Lorenz,AlFoah Dates ,Tuna ,Waffles ,Harrbo

**Responsibilities**

* Responsible for target achievement and growth with minimum wastage across Oman in all trade channels

**MT(Carrefour,LuLu ,Mars ,TSC ) General Trade ,Whole Sale etc**

* Negotiate and execute in Store promotions with DMU s for the optimum level .
* Train the sales team on selling closing sales merchandising
* Forecasting by products for the rest of the year .
* Manage multicultural team with three managers ,two supervisors,18 sales representatives and 9 salesmen with different skill levels ,motivate and drive them towards organizational goals.
* Ensure implementation of Planograms for each product as per the norm.
* Develop a healthy interface with merchandising team to gain better merchandising standards in all outlets
* Conduct appraisals based on SMART objective for the team.

**PREVIOUS EMPLOYMENT**

**Al Rabie Saudi Foods Company -Key Accounts Manager -RIYADH**

**Responsibilities**

* Responsible for target achievement and growth with minimum wastage in all **150**key accounts in Riyadh including

**Carrefour, Panda, Othaim ,Danube** ,**TamimiBalsharaf**etc

* Negotiate and execute in Store promotions with DMU s for the optimum level .
* Manage multicultural team with three managers ,two supervisors,6 sales representatives and 6 salesmen with different skill levels ,motivate and drive them towards organizational goals.
* Ensure implementation of Planograms for each product as per the norm.
* Develop a healthy interface with merchandising team to gain better merchandising standards in all outlets
* Conduct appraisals based on SMART objective for the team.

**Sales Manager –**

General Trade in Jeddah and Modern Trade in RIYADH

2008 to 2010- **Al Marai - Bakery Division**

* Ensure volume target achievement and growth with minimum wastage in all key accounts **Carrefour, Panda, Giant , GeantOthaim**
* Negotiate and execute in Store promotions with DMU s for the optimum level
* Developing identified technical and management competencies of supervisors &salesman.
* Acquiring prime positions within outlets for display & Merchandising at the lowest investment.
* Managing key chains through developing & implementing of account strategies & plans in order to maximize volume, share performance and visibility
* Ensure implementation of Planograms for each product as per the norm.
* Gaining high level of trade support & loyalty by enhancing, understanding the modern trade environment & establishing close working relationship with key DMU’s

**Channel Development Manager**

**2006 TO 2008 JULY-Lion Brewery Ceylon Limited**

Analyzing, developing & implementing trade marketing & distribution plan for channel that is in line with modern trade needs, brand strategy & national operations plan

* Drive beer culture through related activities in order achieve higher Brand/Category Awareness
* Gained high level of trade support & loyalty by enhancing understanding the modern trade environment & establishing close working relationship with Key DMU’s
* Developing and Managing external suppliers to turn around tactical material/activities faster and achieving superior position in terms of quality over competition.

Sales Training Manager

**2006 July to 2006 Oct At Lion Brewery Ceylon Limited**

* Recruitment ,training and development of retail staff
* Conduct appraisals for staff and identify training needs
* Find inhouse and external trainers for training programmes
* Coordinate training programmes with institutions for the staff
* Develop a database for immediate replacements

Key Account Manager

**2004 to 2006 May - Ali Bin Ali Establishment WLL Doha Qatar.**

* Managing modern trade chain through implementing of account strategies & plans in order to maximize volume, share, Availability, performance and visibility.
* Acquiring location & sites within chains for display & Merchandising.

Territory Manager /Senior Marketing Executive /Marketing Executive

**1993 to 2004 June - Lion Brewery Ceylon Ltd**

* Territory Development Manager - 2003-2004
* Senior Marketing Executive - 1999-2004
* Marketing Executive - 1993-1999.

**LANGUAGE SKILLS**

* ENGLISH- Good
* ARABIC-Beginner
* HINDI-Beginner

**EXTRA CURRICULAR ACTIVITIES**

* Represented & Vice-captained school cricket in all age groups since 1982 to 1991 and playing 3 years in the 1st 11 team.
* Represented Malay and NCC clubs in division 2 & 3

**SPECIAL PROJECTS**

An active member of the company’s re-engineering process of field sales operation. Ensuring 360 degrees evaluation of the success of the process

**OTHER SKILLS**

* Computer literate.( MS Office )
* Hold valid driving license (Oman ,Qatar, KSA ,Sri Lanka)

I hereby certify that the above mentioned details are true & correct to the best of my knowledge.

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**Rienzie**