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| **Badshah****Badshah.374397@2freemail.com**

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| Contract Negotiation | Key Account Management | Sales Maximization |
| Team Management | Budget Management | Promotion Planning |

An accomplished sales professional with over 18 years FMCG experience in the UAE, with a proven ability to build and lead an ambitious sales team, driven by results. Pursuing a Sales Management position with career growth potential that will effectively utilize acquired expertise, creative talents and commitment to excellence.Work Experience*March 2016 – Present* **Mars GCC: Senior Field sales manager*** Leading a team of salesman and merchandisers and handling an area representing 60% of total Mars Carrefour business
* Grew Dubai Carrefour Hyper turn-over by 18% in 2016 and 19% in 2017. Increased UAE Carrefour market shares by 1% and share of shelf by 3% in 2017
* Negotiated and implemented the National Carrefour activity plan, coordinating with Mars category and marketing team
* Negotiated and implemented major permanent category projects in key Carrefour Hyper outlets (Ex. chocolate factory in Carrefour Mall of the Emirates)
* Implemented breakthrough innovative promo display stands in Carrefour Hyper stores: for example, 4 meters stand for Jewels in Carrefour Sharjah
* Consistently implemented the agreed Catman/layout for confectionary and pet food in all Dubai Carrefour hyper outlets
* Delivered 23% growth with Carrefour Dubai and grew market share by 0.5% in 2016

*March 2013 – March 2016* **Mars GCC: Key Account manager*** Led the Hyper team (Carrefour, Geant group and Al Aziza Panda) phasing and targets management
* Managed Carrefour head office (listing, BDA implementation, activities implementation)
* Forecasted and planned annual Carrefour business plan and managed the whole Budget
* Managed and implemented all Carrefour activities nationally by coordinating with Mars category and marketing
* Negotiated and got approval from Carrefour head office to implement special unique displays stands (Ex. Christmas tree with 3-meter height for M&Ms)
* Negotiated CWT projects with Carrefour head office (Ex. world animal day in Carrefour)

*Sept. 2012 – Marc. 2013* **Mars GCC: Field Sales manager*** Handled the Carrefour Key accounts in Northern Emirates. Turned around the business to above 18% growth
* Negotiated and implemented four Categories uplift design projects in Carrefour Sharjah, Carrefour Ajman, and Carrefour RAK & Carrefour Fujairah. i.e. Roller coaster for the confectionary isle
* Handled total budgets for Carrefour, Geant group and Al Aziza Panda

*June 2010 – Sept. 2013* **Mars GCC: Account development manager*** Managed Key accounts to deliver a revenue of above Aed 25m/year
* Responsible for the full relationship for Key accounts Carrefour MOE, Deira & Geant group (Sales, Activities & budgets)
* Achieved growth of 12% in 2011 in my area, with highest growing UAE outlet
* Negotiated and Implemented opening contracts for 5 Carrefour Hypers (Baniyas, Bawadi, Dalma,Fujerah & Rak 2)
* Achieved & maintained a 50% share for promo in my outlets for Mars products over the years 2011 & 2012
* Implemented Plano Grams in Carrefour Deira & MOE, increasing Mars Share of shelf from 28% to 37%
* Negotiated an innovative design that upgraded total confectionary category in Carrefour MOE & Geant IBM
* Managed every single Carrefour outlet in the UAE over the past 6 years

*Jan 2004 – June 2010* **Mars GCC: Key Account Supervisor*** Handled 3 positions in this period, grew from Representative to Supervisor
* Managed Key accounts Carrefour, Safeer group, lulu and COOPS in Abu Dhabi, Al Ain & Northern Emirates
* Achieved growth of 35% in Northern Emirates & moved to Abu Dhabi from declining -9% to + 10% in ’09
* Negotiated the innovative roller coaster design for CRF Marina
* Negotiated/implemented Mars checkouts in Carrefour Bawadi & Dalma

*Aug. 1999 – Jan 2004* **Transmed (Procter & Gamble): Merchandiser & VSR** * Handled B & C class outlets as Merchandiser & VSR
* Increased distribution and opened new accounts, especially schools
* Achieved record sales for lower trade in RAK in 02
* Introduced ice cream in Northern emirates for the first time

Education*2006* **M.B.A., Masters in Business Administration** University of Karachi - Pakistan *1992* **Bachelor of Science** University of Peshawar - Pakistan Mars Training Academy* Store Wars 2016
* GAP Negotiation Skills 2015
* Coaching and Leadership 2014
* Line Management Excellence Advanced 2013
* Line Management Excellence 2011
* Presentation Skills 2010
* Supervising the Mars way 2009
* Coaching Skills 2009
* Advanced Selling Skills 2007
* Negotiation Skills 2007
* Making the Difference Through People 2005

Recognitions & Awards* Continuously received highest appraisal of ” Exceeds Expectations ” over a period of 12 years
* Outstanding employee of the year 2011 (only one award given per year to the whole organization)
* Team player award won twice in 2011
* Role Model for the year award in 2008

Personal interest* Enjoy different types of sports: Cricket & Squash
 | D:\ \pak pp.jpg**Language**English: Fluent Arabic: BasicUrdu: Fluent **Other**UAE driving license |  |