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| **Badshah**  [**Badshah.374397@2freemail.com**](mailto:Badshah.374397@2freemail.com)   |  |  |  | | --- | --- | --- | | 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: Basic  Urdu: Fluent  **Other**  UAE driving license |  |