**George**

**George.374622@2freemail.com**

**Profile:**

A highly motivated and results proven packaging professional with over 20 years experience in Sales & Marketing, Key Account management, Team Management, Customer Relation Management, Product Development, Strategies, Pricing and Price negotiation in the corrugated boards, folded cartons, flexible and label packaging industry.

**Job Objective:**

To attain a challenging position in a reputable organization that utilizes the technical skills, abilities and market knowledge that I have developed through my twenty-two (22) years of experience in the United Arab Emirates, Middle East, & India markets so as to achieve the best results in the profession.

**Academic Qualification:**

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|  | **Academic Details** | **Institution** |
| 01. | Master of Business Administration (Marketing & H. R.) - In progress | Mahatma Gandhi University, India |
| 02. | P. G. Diploma in Management, Marketing & Communication | Albertian Institute of Management, India |
| 03. | Bachelor of Commerce | Bangalore University, India |
| 04. | Diploma in Computer Applications  | Multimedia Communications Center, India |

**Certificates:**

a) Certificate of seminar attendance in ‘Powerful Presentations for Business Generation’.

b) Certificate of seminar attendance in ‘Effective Marketing Techniques’.

c) Certificate on 'The Effective Negotiation Course'.

**Work Experience:**

**a)** **Sales Manager - M/s Majan Printing & Packaging Co. LLC,** **an ISO 9002 Folding Carton packaging company based in Ras Al Khaimah, U.A.E**

From: November 2015 to August 2017

* Reporting to the Chief Marketing Officer.
* Leading a team of 5 Sales Executives and 5 Coordinators generating AED 180 million in annual sales.
* Key account management and price negotiation.
* Human resource management of Sales Team, training and developing sales and sales support staff.
* Setting annual budget and achieving forecasted targets and review of annual sales and collection progress.
* Developing specific business plans to ensure revenue growth in all company’s product segments.
* Preparing quarterly results assessments of sales staff’s productivity.
* Planning and implementation of business plans related to sales policies, practices and procedures.
* Assisting the Sales Team in establishing personal contact and rapport with top echelon decision-makers of customers.

**:2:**

* Coordinating with Production Manager & Quality Manager to develop product options and strategies to improve market share in all product lines.
* Analyzing short- and long-term effects on sales strategies in operating profit.
* Training of Sales Team by establishing programs/seminars in the areas of customer handling and communication methods.
* Coordinates with the Finance Manager on cash flow management, costing and budgets.
* Trade show participation.
* Holding regular review meeting with Sales Team.

b) **Sales Manager - M/s Kimoha Entrepreneurs Ltd., An ISO 9002 Labels & Flexible packaging company based in Jebel Ali Free Zone, Dubai, U.A.E**

From September 2014 to October 2015

* Reporting to the Managing Director.
* Leading a team of 12 Sales Executives and 6 Coordinators generating AED 150 million in annual sales.
* Key account management and price negotiation.
* Human resource management of Sales Team, training and developing sales and sales support staff.
* Setting annual budget and achieving forecasted targets and review of annual sales and collection progress.
* Developing specific business plans to ensure revenue growth in all company’s product segments.
* Preparing quarterly results assessments of sales staff’s productivity.
* Planning and implementation of business plans related to sales policies, practices and procedures.
* Assisting the Sales Team in establishing personal contact and rapport with top echelon decision-makers of customers.
* Coordinates with Production Manager & Quality Manager to develop product options and strategies to improve market share in all product lines.
* Analyzing short- and long-term effects on sales strategies in operating profit.
* Training of Sales Team by establishing programs/seminars in the areas of customer handling and communication methods.
* Coordinates with the Finance Manager on cash flow management, costing and budgets.
* Trade show participation.
* Holds regular review meeting with Sales Team.

**b) Senior Sales Executive - M/s Arabian Packaging Co. LLC, an ISO 9002 Corrugated Carton packaging company based in Dubai, U.A.E**

 From June 2001 to August 2014.

* Reporting to the Head of Sales & Marketing.
* Responsible for 54 important customers, generating AED 30 million in individual annual sales.
* Leading a team of two Sales Executives and two Customer Service Officers.
* Increased the total customers to 54 in 2009 from 20 in 2006.
* Introduced new customers at an average of five new customers per year.
* Meeting and providing solutions to customer requirements on regular and new 3 and 5 ply product developments of E, B, C flutes in printed and unprinted RSC, Die cut, sheets.
* Preparing budget, projection and analysis reports.
* Maintained clear customer accounts on receivables and out standings.
* Achieved projected targets in sales volumes and cost reduction.
* Review product pricing and gross margin targets for existing accounts annually and establish new product pricing.

**:3:**

* Adopted strategies, revived non-active customers, updating with market changes and competitor activities.
* Handled the portfolios and regular requirements of reputed Multinational, Local & export customers.
* Handled online tenders and contracts.
* Ensured customer satisfaction by timely delivery, quality and response.
* Team member in the successful implementation of new ERP system and smooth transition to the new system.

**c) Sales Executive - M/s Asian Cartons, Cochin, India**

From 01/03/1996 to 30/04/2001

* Reporting to the Marketing Manager.
* Located new and potential reputable customers and markets.
* Keeping updated with market changes and adopting suitable strategies.
* Processed incoming orders, coordinated shipments and handled customer related issues.
* Follow up of receivables and outstandings.
* Achieved projected targets.
* Handled pricing and price negotiation.
* Handled settling of claims and disputes.

**d) Management Trainee - M/s Hotel Geo, Bangalore, India.**

 A Four star category hotel. From 01/08/1994 to 31/01/1996

* Reporting to the Duty Floor Manager
* Keeping good customer relations.
* Monitored room reservations.
* Monitored the functions of the house-keeping department.
* Experience in settling customer claims and complaints
* Monitored daily cash flow.
* Monitored the stock position of daily purchases and requirements.

**Skills and Abilities:**

* Extensive and thorough knowledge of customers, customer categories, geographical locations, Industrial areas and Free Zones of the U.A.E.
* Skilled in MS Office including Word, Excel, and PowerPoint.
* Experience in taking classroom lectures in the subjects of English and General Knowledge.
* Traveled to China, Turkey, Italy, Singapore and Malaysia and various parts of India.

**Other Details:**

Nationality : Indian

 Date of Birth : 7th April 1972

 Marital Status : Married

 Visa Status : Employment

 Driving License : A valid U.A.E & Indian driving license

**References can be produced on request.**

The above furnished information is true to the best of my knowledge and belief.