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| Girish **Email:** [girish.378446@2freemail.com](mailto:girishmenon80@gmail.com)    **C/o-Mobile: +971505891826** | [ |

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| **Profile** | Dedicated professional with more than 15+ years of experience in multiple domains such asSalesmanagement, Distributor Management, Key accounts management, Business Development, Trade marketing, Shipping and Logistics etc. Capacity of achieving set goals within the parameters of cost, time, and quality. Effective resource utilization and people management skills. Hardworking, dedicated, organized and creative. Possess good interpersonal and communicative skills. | |
| **Personality** | A dedicated team player, who can further enhance the business through professionalism, productive ideas, enthusiasm and out of the box thinking packed with practical work experience. Also a trustworthy colleague capable of dealing with constant challenges. | |
| **Career Progression** | |  |

**Territory Sales Manager – Abu Dhabi (Mar13- Present)**

Energizer Middle East and Africa Ltd.

Responsible in managing the **Energize**r, **Eveready** (Batteries and Lighting Products) commercial operations,annually worth ***$2.8 million*** through the distributor (**ThaniMurshid Unilever**) within Abu Dhabi.

Formulating the Annual Business Plan (Sales and Trade spend) for the territory, subsequently managing primary and secondary sales product group wise in tune to a healthy P&L.

Involved in training the distributor sales team to align on the market plan / sales strategy directives of Energizer.

Analyzing competition information (POS, variant launch etc.) and ensuring implementation of corrective measures

Planning and managing executions of Product Launches i.e. (Scope of Distribution, Stores to be contracted, in store branding levels, Special offers etc.)

Driving In market sales and route to market efficiencies by analyzing trade wise/ segmentwise performance /gaps and addressing concerns,

Involved in negotiations of BDA within MT designing and implementing annual/monthly schemesacross channels,(Modern Trade/ Traditional Trade/ Wholesale) for the Abu Dhabi region and also ensuring national levels schemes for (Carrefour, Lulu) are executed in accordance to the plan and time frame.

Sanctioning and allocating of market spend budgets to the distributor team and analyzing spends effectiveness, ROI on a quarterly basis, approving of the quarterly debit notesclaimed by the distributor.

Responsible of being the cross functional liaison point between Energizer Marketing/Finance/Logistics and the distributor thereby ensuring smooth rollout of Marketing plans, payments to/fromand Shipment/Stock planning

Having to ensure that the distributor has optimal stock levels at all times and neither over nor understocked and minimum 2 month stock level is maintained of all variant as per IMS, approving of bad and damaged goods, checking whether the distributor complies with specified storage techniques

Having to go on market visits to ensure that distribution and product display levels executed by the distributor are in line with our standards across all channels of the market.

Managing and driving the distributor sales team to achieve optimum share of shelf space within outlet vs. competition thereby ensuring that Energizer portfolio products are always on hotspot impulse levels.

**Sales Supervisor General Trade –Dubai& N.E (Oct 10 – Sep 12)**

**Key Accounts – Abu Dhabi (Sep 12- Jan 13)**

Easa Saleh Al Gurg Group- British American Tobacco Distributors (U.A.E)

Responsible for Modern tradeaccounts (**ADCOOP, Lulu**) in addition to the below mentioned responsibilities.Managed 1 Key Account Executive and 5 direct sales vans which contributed to a business worth ***$9.8million*** annually in **Abu Dhabi**.

Responsible in raising standards of sales and distribution and deliver stretching results in line with the senior management’s annual growth plan.

Responsible, in creation and implementation of sales strategies viz a viz available opportunity, have to instill a drive amongst the team and provide on and off job training

Having to lead, develop and support sales reps and ensure that area team and trade partners are well trained and aligned with company’s distribution and marketing standards as per corporate guidelines

Having to manage all assigned resources and funds in a secure and efficient manner in order to maximize the use and effectiveness of organization assets

Responsible in managing the brand coverage targets for the area to ensure optimal availability of BAT brands

Responsible for the successful implementation/execution of the customer business development processes and managing retail engagement activities within allocated area budget.

Responsible in building strong relationships across teams and functions to ensure a close working relationship and an intimate understanding of each function’s objectives and role (Accounts Receivable, Trade Marketing, Depots etc.)

Responsible for continuous business improvement by constantly evaluating business processes and identify how further value could be added, either through changes to the business process or through proposing changes to the technology supporting it.

**Trade Marketing Executive – Convenience Stores& Traditional Trade**

**Sharjah and N.Emirates(Oct 08 – Sep 10)**

Easa Saleh Al Gurg Group- British American Tobacco Distributors (U.A.E)

Responsible for managing and developing BAT brand presence and market share in Emarat and Eppco Convenience Stores and Independent Groceries throughout Sharjah territory.

Responsible for the execution of REP and BTL activities in the designated zone in accordance to allocated budget

Responsible in establishing an excellent working relationship with the trade in order to gain their   
active support to maximize volume and in store presence within agreed budgets

Responsible for enhancing product visibility throughout the Zone by contracting Supermarkets for placement of branded units i.e. (Pack Dispenser/Case Dispenser/Highlighters etc) or shelf reserve

Responsible for executing change of planograms for petrol stations, training of Merchandiser/sales representatives for the maintenance of the same.

Analyzing potential outlets, initiating & implementing business proposals, negotiation of contracts and presenting reports to senior management in order for planning brand investments.

Prime mover in updating and managing the RCS “RETAIL CONSUMER SURVEY” Project which is a database containing outlet name/quality/volume class/customer type etc. This is based on physical retail audits done at outlet level

**Sr. Executive – Trade and Customer Support – Exports (Jun 06- Sept 08)**

A.P.Moller Maersk Group (MEA) Dubai, U.A.E –Safmarine Container Lines Division

Responsible for exports container planning for West African and American Trade lane

Alloting and monitoring compliance of deadlines for booking team on vessel closure and Key account customers for final container gate in, in liason with vessel operations team.

Following up with regional vessel capacity desk on allocation/routing issues on West African and American trade.

Assisting trade and customer support manager in ensuring optimum performance of specified trade lanes in close co-ordination with sales desk

Ensuring booking desk has priced the booking as per valid contract no mentioned in contracts database else alerting trade and customer support manager/sales desk on the same to ensure correct invoicing

Ensuring brand presence activities are executed for the (U.A.E, Oman, Qatar) cluster in accordance to the budget planned allotted by the regional office

Providing key account clients an update of their monthly perfomance and analyzing their service issues and inturn submitting a feedback to the trade and customer support manager on liner performance viz a vizcompetition.

**Business Development Officer (Dec 04-May06)**

## Hellmann Worldwide Logistics (MENA) Abu Dhabi, U.A.E

Responsible for managing and developing sea and air imports/exports as well as other logistics activities between certain key accounts and their principals like ***Frigidaire (US) Tongun (Turkey) Tekom (Turkey) Thorolux Lighting (UK) Simplex (UK) BEGA (Germany) Evees (UK) De Matha Distilleries (France) etc.***

Initiating and maintaining of contracts and rate agreements.

Maintaining business relationships.

Updating management on market trends, status of competition and potential sectors.

Enhancing product image and awareness of various value added services.

Monitoring changes in market rates and tariffs.

Negotiation of rates and coordination with overseas branches.

Following up of payments, Updating clients on the status of expected shipments.

**Van Sales Representative (April 02- Nov 04)**

Transmed Overseas Incorporated S.A (Food Division), Dubai, U.A.E

Handled sales, tracked deliveries and payments for products like ***Vicks, Pringles, Chiclets, Clorets, Halls, Dentyne, Nestlé’s Klim, and S&W.***

Maintained business relationship with the customers.

Was responsible in implementing monthly promotional schemes for the trade as designated by the company.

Had to update management on competitor activities and suggest suitable promotional schemes.

Had identified and developed then potential outlets. Handled groceries, restaurants, minimarts, and self-service stores.

Was responsible for routes within the Dubai market.

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| **Education** |  |

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| **Master’s in Business Administration**  Chifley Business School-Torrens University Australia  St Kilda Road, Melbourne VIC 3182, Australia  **Bachelor of Science** | **2016** |
| Excelsior College  7th Columbia circle-Albany, New York, United States  Core Subjects – Consumer Psychology and marketing | **2001** |
| **12th Grade (CBSE)** | **1997** |
| Emirates English Speaking School Dubai, U.A.E |  |

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| **Computer Skills** |  |

**ICDL**

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| **Language** |  |

Fluency in English, Hindi, Malayalam can read and write Arabic

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| **Personal Details** |  |

**Nationality** : Indian

**Date of Birth** : 14th March 1980

**Marital Status** : Married

**Visa Status** : Employment Visa

**Driving License :** Valid U.A.E Light Vehicle