Aalok

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**EXECUTIVE MANAGEMENT PROFESSIONAL**

**(Business Turnaround & Development | Project Management | Top Line & Bottom Line Growth)**



A Top Notch Strategist holding over 24 years of robust and multicultural experience, including over 16 years in strategic & leadership positions; with an entrepreneurial vision of setting up and driving the organizations to achieve revenue growth & profits in dynamic, challenging and global market conditions. Progressive and quantifiable experience in delivering optimal results & business value in highly competitive environments with full P&L / ROI accountability. Holds distinction in spearheading a team of 125+ resources, providing strategic direction and leadership to the business unit, (A&T, Al Seer) with a turnover of +250 mil and additionally keeping track of the smooth functioning of other business units of Al Seer group in Abu Dhabi/Al Ain location, overall responsibility of 250+ employees with +475 mil turnover.

**Core Competencies:**



**CAREER PROFILE**

* High integrity, energetic leader & mentor; bringing a huge network of relationships both at domestic and international level in multiple geographies; working closely with Executive Decision-Making team to formulate long/short term business growth and viable strategies, and action plans in alignment with the overall corporate vision and goals.
* Brings a well-developed network of contacts with top executives across retailers and brand owners; holding success in capturing Market Share, Positioning products, Launching brand campaigns across all Emirates.
* Manifests project management, commercial management, key account management, trade spends control and optimization, corporate governance, driving value creation and turning around overall business profitability.
* Evidence of a people manager with ability to develop, lead, and mentor high performing teams, and operate a business venture as a Profit-Centre Head successfully.
* Distinct experience in handling business change impact, future readiness, broadening market penetration and defining KPI’s in diverse business spheres.
* Demonstrates ability to transform the business unit to achieve objectives of power brands like Kraft Cheese, Oreo, Ritz, Tang, Royal, QBB, Ferrero Rocher, Kinder, Tic Tac, Nutella, Chupa Chups, Anchor, Chesdale, McVities, Dettol, Finish, Vanish, Scholl, Pif paf, Kleenex, Huggies, Kotex, Colgate, etc.
* Creative pathfinder for fast-changing market dynamics, adept at transitioning companies from static or reduced growth to commercial success by defining business model and recommending innovative change measures.
* Successful in crafting the vision to develop the business and benefits through value-chain adjacencies to minimize operational risks in business mode for entire sales & business development operations.



**PROFESSIONAL EXPERIENCE**

**Oct 2006 – Present: Al Seer Group, Dubai, UAE**

Largest FMCG “Brand Building Partner” in Lower Gulf (UAE & Oman), covering a broad range of product categories and sales channels, providing distribution service in the region representing large portfolio of 90+ multinational partners like Reckitt Benckiser, Kraft foods, Colgate Palmolive, Fonterra Milk, Kimberly Clark, Americana, Dabur, Heinz, Ferrero etc.

**Key Achievements:**

**As General Manager, Al Seer (A&T), Abu Dhabi (Oct 2014 – Present)**

* Revenue growth and share gain
  + Achieved CAGR growth of 3.78% in Abu Dhabi v/s 3.15% rest of UAE for similar business in 2015 – 2017.
  + Realized significant gain in Nielsen Market share report, including Huggies +0.2%, Kotex +0.6% and Dettol (Antiseptic Liquid +0.5%, Multi-Purpose Cleaner +0.8%, Personal Wipes +3.8% Shower Gel +0.4%, Hand Wash +1.8%) – 2018.
  + Delivered gain across Kraft Cheese share (Sell-out data) in Carrefour: CCSG +4.27%, CCSW +0.2%, Cans +0.55% and Lulu: CCSG +1.1%, CCSW +2.34%, Cans +1.98% - 2018.
* Business development initiatives:
  + Increased wholesale business contribution to 2.49% in 2018 v/s 0.41% by initiating the coverage of the channel from 2015.
  + HoReCa: Developed Kraft Cream Cheese Spread 910gm cafeteria business to become the best-selling SKU from no.3 position.
  + Introduced new location structure for Western Region Coverage, thereby witnessed CAGR 13.98% growth in 2015-2017.
* Working Capital Management:
  + Achieved best collection results in Abu Dhabi and Al Ain in 2017 and 2018, for Al Seer Group, as compared to other locations, helped improve the Debtor days.
* Trade Spend Control and Optimization:
  + Planned & tracked MTD, YTD, ROY Spends and Actual V/s Plan analyses by agency; overall market spend reduced by 1.9%.
  + Guided a team of 12 members to negotiate 28 business development agreements for 2 years period without additional rebate.
* Write off control:
  + Executed no return policy in 27 accounts in 2018, which resulted in reducing the write off by 0.2%.
  + Reduced market return to <1.25% in 2018 v/s >3.25% avg. last 4 years by conducting weekly review by account, by group.
* People Capability Development, Team Motivation and engagement initiatives:
  + Strengthened the development of resources by identifying, coaching and mentoring Next Gen Leaders in order to ensure future readiness. Built a high performing leadership team through structured people initiatives.
  + Made vital contribution in developing Induction program and in-house Training Modules for Vans Excellence and Merchandising Excellence program, which enabled to achieve 106% of manhours training target for 125 employees in 2018.
  + Promoted and participated in all sports events and won inter distributor sports tournament in Cricket, Football and Basketball.

**Key Projects:**

**Must Win battles (Partners):** Articulated the company vision by co-piloting the project with the CEO, to define the strategic direction and Road Map of Excellence for the organisation.

Objective: To be the preferred brand building partner by consistently delivering higher than market growth.

***Role: Process Champion***, with a team of 3 senior members from Al Seer Group

* + Implemented standardized yearly budgeting process across 10 Divisions in UAE and Oman.
  + Explored Alternative Trade Channels (ATC), including Cinemas, Leisure and Entertainment, Amusement Parks, Toy Stores, Schools, and Ecommerce, which delighted the relevant partners giving Al Seer group an edge over competitors.

**Project Enfield**

Objective: To increase the viable outlet base and achieve best-in-class traditional trade coverage.

***Role: Project leader,*** with a team of 5 Van Sales Managers.

* + Increased the coverage from 2800 to 4772 groceries & achieved 106% average increase in distribution for 20 key SKU’s.
  + Grew Oreo biscuit numeric distribution from 29% to 72%, Market share from 2.7% to 5.3% and revenue growth +32%.

**Project T3 (Train to Transform):**

Objective: Transform Abu Dhabi traditional selling to quality of Sales operation.

***Role: Project Leader***, with a team of 6 champions supported by 16 members.

* + Registered CAGR (2015 - 2017) +1.53% higher growth, overall for Abu Dhabi/Al Ain for similar business rest of UAE.

**As Business Development Manager, Al Seer (AOFC & ASTA), Dubai, (Oct 2006 – Sept 2014)**

* Led a group dedicated to Mondelez business, with a turnover of Dhs.126 million, providing strategic direction to a team compromising of 3 Managers, 3 Team leaders, 13 sales staff, 36 merchandisers and trade marketing.
* Successfully achieved brand objectives of Kraft Cheese, Oreo, Belvita, Ritz, Royal under ASTA and Ferrero Rocher, Kinder, Nutella, Tic Tac, Chupa Chups, Anchor, Chesdale, Anlene, Mc Vities under AOFC.
* Liaised with partners to finalize all elements of trade marketing, KAM, trade spends, brand development, channel management, account development and executed the brand initiatives/strategies, including BTL activities and the locking of the events.
* Realized agreed business plans consistently for 8 years, and top line and bottom line budget (2007 to 2014). Mondelez business (2008 to 2014) delivered CAGR volume growth of 15%, with Nabisco at 32.4% and Kraft cheese at 6%.
* Recorded reduction in Write off from >1.2% to <0.4%, Market return from >6% to <2% by taking stock measures in trade & warehouse.
* Received numerous awards, Philadelphia Cheese in 2010, Kraft Cheese in 2011, Best NPD launch in 2012 and Oreo in 2013 for delivering exceptional performance.

**Oct 2001 – Sept 2006: MMI (Maritime and Mercantile International), Dubai, UAE**

**Growth Path:**

**As Sales Manager, (Confectionery Division) (May 2004 to Sept 2006)**

**As Key Account Manager, (Consumer Division) (Jan 2003 to Apr 2004)**

**As Key Account Executive, (Consumer Division) (Oct 2001 to Dec 2002)**

**Key Accomplishments**

* Grew the revenue for the confectionery division (Ferrero and Chups Chups) at 52% in 2005.
* Increased market shares of Ferrero from 8% to 13% in 18 months (2005 to 2006).
* Awarded “Leader of the year 2003” for best key account negotiation, highest sales growth of 19% and driving innovation in processes.

**PAST EXPERIENCE**

**Jun 2000 – Mar 2001: Al Manahil Pharmaceutical, Muscat, Oman as Sales Supervisor**

**Apr 1997 – M ay 2000: Bin Thowaib Trading Est., Al Ain, UAE as Sales Executive**

**Feb 1996 – Mar 1997: DSJ Agrotech Ltd., Mumbai, India as Sales Executive**

**Jun 1994 – Feb 1996: Mita Fasteners Ltd., Mumbai, India as Management Trainee**



**EDUCATIONAL CREDENTIALS**

* **Post Graduate in Marketing in Management and Selling & Sales Management, London CCIB, Al Ain, UAE, 1998**
* **Bachelor’s Degree,** University of Bombay, Mumbai, India, 1994



**PERSONAL DETAILS**

**Date of Birth**: 26th Jan, 1974| **Driving License**: Valid UAE and India | **Nationality**: Indian