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| **Richard**  **Senior Sales & Marketing Professional – Middle East & Africa**  [**Richard.94065@2freemail.com**](mailto:Richard.94065@2freemail.com) | | **Richard Shoko** |
| Commercially astute, performance driven and hands-on professional with a proven track record of success in senior Sales and Marketing roles in addition to a demonstrable record of academic and professional achievement over 14 years working across different roles, employers, industries and geographical locations. Holds core competencies in recognizing sales and marketing opportunities, developing markets and distribution channels for existing product lines, improving or developing new product ideas, managing customer relations, team building & leadership. Demonstrated flexibility operating in unfamiliar settings & multicultural environments. Displayed flexibility in working well in cross-functional teams even under pressure, meeting tight deadlines and multitasking. An active and motivated team player with exceptional communication, presentation, analytical, organizational, negotiation, and IT skills with presentable personality and professional business style. Keenly interested to work in a more challenging work profile to promote forward thinking and strive for excellence. | | |
| **Key Competencies** | | |
| * Marketing Leadership & Planning | * Strategy Development & Implementation | |
| * Brand & Exports management | * Sales & Distribution Management | |
| * Business Development | * Entrepreneurship | |
| * Operations Management | * Team Building & Leadership | |

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|  | **EDUCATION** |  | |
| **Professional Postgraduate Diploma,** Marketing**,** Chartered Institute of Marketing (CIM), UK | | | **2016** |
| **Master of Business Administration,** University of Zimbabwe | | | **2009** |
| **B. Com Honours Marketing degree,** National University of Science & Technology, Zimbabwe | | | **2002** |

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|  | **CAREER PROGRESSION** |  | |
| **Head of Marketing,** Intercol, Consumer Products | | | **1 Nov 2016 to Date** |
| **Divisional Manager,** Intercol, Consumer Products Division, Bahrain | | | **May 2010 – Sep 2016** |
| **Area Sales Manager – Africa,** RAK Ceramics, RAK, United Arab Emirates | | | **May 2009 – Apr 2010** |
| **Brand Manager**, Reckitt Benckiser, Harare, Zimbabwe | | | **Jan 2005 – Mar 2009** |
| **Product Manager,** Cairns Foods Ltd., Harare, Zimbabwe | | | **Jan 2003 – Dec 2004** |
| **Product Specialist,** PG Zimboard, Mutare, Zimbabwe | | | **May 2002 – Dec 2002** |
| **Student Attaché,** PG Manufacturing, Zimbabwe | | | **May 2000 – Aug 2001** |

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|  | | **ACHIEVEMENTS** |  |
| * Consistently delivering increased net sales & gross profit as Divisional Manager over a period of 6 years in Intercol leading to promotion as Head of Marketing. * Instrumental in the consolidation of IFFCO business in Intercol, Bahrain (2014) * Brand of the Year Award (Brazil Foods) – 78% Growth – Intercol (2013) * Masafi Distributor of the Year Award from Supplier 2012 – (Water Category) * Successfully Opened up new markets for RAK Ceramics in Africa * Gold Pack Award - Willards Children’s Cereals (2003). | | | |
|  | | **AREAS OF EXPERTISE** |  |
| **Sales & Marketing Management**   * Create value-driven marketing plans, sales forecasts, business tactics and planning techniques. * Explore and develop new opportunities including new ideas, services and new customers to produce revenue growth. * Perform effectively towards increasing the company’s image, keeping business volume and gradually speeding up growth in turnover, brand name, client base and personnel. * Plan and conduct trainings to sales team to further improve product knowledge and selling techniques. | | | |
| **Export Management and Business Development**   * Set up and implement Export Strategy to achieve sales targets in existing or potential markets. * Prospect aggressively and develop new customers through networking, referrals, company lead generation and follow up properly to get appointments. * Familiarity with all export documentation such as LC, bill of lading etc | | | |
| **Brand Management**   * Handle brand management, create awareness and improve brand image in target market. * Lead new product launches and promotional campaign planning, product management to increase revenue, and increase brand visibility and availability of product in the market. * Communicate and enforce standard guidelines for all brand communications to ensure consistency and quality and succeed objectives. * Preserve awareness of industry trends and issues on how they could affect sales territory. | | | |
|  | | **PROVEN JOB ROLE** |  |
| **Head of Marketing – Intercol** Consumer Products, Bahrain  **Description:** Intercol is one of the leading FMCG distributors in Bahrain, associated with renowned multinationals like Philip Morris, Reckitt Benckiser, Nestle, General Mills etc.   * Holding ultimate responsibility for the organisation’s marketing activities & overseeing the development & delivery of a fully integrated marketing strategy for the business. * Overseeing implementation of the marketing strategy – including campaigns, events, digital marketing & PR. * Fully responsible for managing and building business for all agencies/brands managed/supervised/ distributed by Intercol Consumer Products Divisions in order to achieve the agreed standards with suppliers/ brand owners in terms of in-market execution, brand/product launch, increase sales value and volume, increase brand equity, market and category awareness and analyses for all brands to further enhance business. * Working closely with the divisional managers & sales teams; enabling them to meet their commercial objectives by providing them appropriate tools, materials & presentations. * Line management responsibility for the trade marketing and brand management teams responsible for marketing, sales promotions and merchandising. | | | |
| **Divisional Manager – Intercol**, Groceries Division, Bahrain  **Description:** Leading a division with annual turnover of over US$10 million, independently and economically as a profit-centre.   * Responsible for generating revenues, controlling costs & earning a satisfactory return on the capital invested in the operation. * Planning and achieving both short-term and long-term business objectives. * Creating and implementing sales and marketing plans. * Building brand and channel management strategies and optimizing its execution in the market. * Fostering strong business relations with principals and key customers. * Sales forecasting, reviewing stock position and working out orders along with the Procurement Manager * Delegating targets to sales managers, sales and merchandising teams to achieve set objectives * Motivating the team to achieve SKU-wise targets and turnover * Liaising with finance, administration and warehouse on delivery and invoicing issues | | | |
| **Area Sales Manager – Africa**, RAK Ceramics  **Description:** A UAE based global conglomerate in the ceramic industry with own subsidiaries in Italy, Germany, France, UK, Switzerland, Belgium and other countries and exports to over 135 countries.   * Reviewing export sales performance, planning and implementing export strategies to aim, meet or exceed targets for faucets, sanitary ware & tiles in Africa. * Managing the sales process from lead generation to quotations, negotiation and order closing * Identification of new business opportunities and contacts in selected African markets and aggressively selling the company’s products in the same. * Developing and enhancing market penetration through spending time in the market, offering marketing support to the distributing partners, local architects, engineers and designers. * Raising brand awareness and organizing appropriate marketing activities (trade exhibitions, events and demonstrations) to build a strong customer base. * Development and maintenance of relationships with new and existing customers via business meetings, presentations, telephone and e-mail correspondence. | | | |
| **Richard Shoko** | | | |
|  | **MEMBERSHIPS** | |  |
| * Chartered Institute of Marketing, UK * British Council Management Express Forum, UK * Institute of Marketing Management, Republic of South Africa | | | |
| **TRAINING t** | | | |
| * In Search of Personal & Business Excellence by Tom Peters, 10th June 2014, Gulf Hotel, Bahrain * Leadership in Management In Challenging Times, by Stepping Stone Global, 5th Nov 2012 Bahrain * Strategic Management Seminar, by A.J. Strickland, Sheraton Hotel Nov 2008, Harare, Zimbabwe * Key Accounts Management Seminar, Harare Nov 2008, Lopdale Consultancy | | | |

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|  | **IT SKILLS** |  |
| Well-versed with MS Office (Word, Excel, PowerPoint, Access), Internet and E-Mail applications, Adept in CS3, SAP, QuickBooks, JDE, Ryte, Exceed, Info & Orion Systems. | | |

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| Nationality | | : | Zimbabwean | | |
| Date of Birth | | : | 27th of December 1977 | | |
| Marital Status | | : | Married | | |
| Languages | | : | English & Arabic (Comprehension) | | |
| Visa Status | | : | Employment Visa, Transferable | | |
| Driver’s License | | : | UAE, Bahrain & Zimbabwe | | |

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