**Senior Management Profile – Business Development / Sales & Marketing**

**Snap shot:** 17 years of versatile experience working with top-notch companies, expanding regional business, with solid insights in areas of Sales & Marketing and Business Development, while displaying ability to lead, creativity & innovation in leadership roles to develop and improve business efficiencies throughout the career; seeking challenging opportunities to lead business strategy development with reputed organization in FMCG.

**Profile Summary**

* Special mention includes hands-on experience of business expansion in Kuwait & North African markets including Morocco, Algeria, Tunisia, Libya and Mauritania as well as MEA
* Skilled and qualified in the areas of Business Development, Sales & Marketing, Channel Management & Team Development, heading a region or countries
* Career highlight includes proven track record success working with top-notch global brands & companies including as Heinz, Proctor and Gamble and Afia international – Savola group
* Deft at developing New Country Distributors & Channel Partners and managing relations with them through supervision, performance monitoring and assistance, to deliver the BU sales strategies & objectives
* Adept at driving growth and increasing the dollar value of the business through keen marketing insights and breakthrough thinking; able to apply creativity & innovation in leadership roles
* Proficiency in tapping and penetrating potential markets / channels to increase brand / product footprint therein, through innovative Marketing Strategies / Tactics and new product development and establishing strategic partnerships to increase revenues
* Recognized for strong knowledge of dynamic market conditions along with an ability to develop market intelligence through research, study and analysis of specifics
* A keen planner, strategist & implementer with demonstrated abilities in devising marketing activities and accelerating business growth
* Qualified BBA from American university of Beirut AUB with acumen in handling multi-ethnic/multi-cultural teams; sound communication and negotiations skills; multi-lingual in Arabic, English and French

**Functional Skills include**

* Strategy Planning
* Market Research / Analysis
* Market Penetration
* Market Development / Expansion
* Trade Marketing
* Key Account Management
* Brand Creation / Development
* Product Promotion
* ALT/BTL activities
* Distribution Channel Network
* New Initiatives / Set-ups
* Techno-Commercial Operations
* Cost Control / Budgeting
* Resource Utilization
* Team Leadership / Management

**Career History**

**Regional Commercial Director - Zone International - Romania / Bulgaria / Hungary – Apr 2014 …….**

* Establishing a long term business and development strategy plan for the company , commercial , taking into consideration The basic sales fundamentals , efficient go to market approach , distribution network , trade marketing , pricing policy , etc.
* Rationalizing the portfolio and execute a solid sales & marketing expansion plan out side Bucharest in the 6 counties of Romania
* New Business Development , Acquiring business in new territories ( Bulgaria – Hungary ) as a first step for Eastern Europe plan

**REGIONAL BUSINESS DEVELOPMENT MANAGER - HEINZ – KUWAIT, NORTH AFRICA – APR 2006 / NOV 2013**

**Key Deliverables:**

* Accountable to develop business in Kuwait & the North African region, while ensuring delivery of country commercial plans, through direction and support to the sales teams
* Handle distributor network and manage channel partners, ensuring achievement of IMS and shipments targets
* Conduct intelligent market research and, potential new business opportunities and formulate strategic plans
* Ensure proper distribution & placement of the Products & NPD through robust sales pipelines across the region
* Manage product promotion plans and activities (ATL, BTL) while creating visibility for higher ROI through campaigns
* Manage miscellaneous responsibilities: orders, sales forecast, shipments, supply coordination, SNOP, Inventory
* Perform category management for the company including BDF, analysis of margins and formulate business plans

**Achievements:**

* Consistently recorded significant business growth of 125 - 135 % per year on an average during the tenure
* Played key role in increasing market share by 5 - 9% on all major product ranges in Kuwait and the North African markets
* Effectively managed the region’s business operations, eventually doubling the portfolio value through successful new product launches and & “go to the market” approach.

**COUNTRY MANAGER - AFIA INTERNATIONAL – SAVOLA Group , KUWAIT – MAY 2002 TO APR 2006**

**Key Deliverables:**

* Ensured that budgeted volumes and contribution targets are achieved along with IMS & shipments
* Managed channel partners in the distribution network and provided them with assistance to expand business
* Involved in initiating and executing various marketing and promotional activities in the area to improve sales for the company
* Spearheaded the team to achieve pre-defined sales targets through proper direction, supervision and advice
* Provided the team with incentives for over-achieving targets so as to boost the revenues and grow business

**Achievements:**

* Achieved a year-on-year increase of 147 % over 2002 and grew by 135 % over the increased base in 2003
* Effectively leveraged the standards of both, business operations & go-to market strategies to achieve results
* Recognized for the consistent and substantial volumes as well as market share growth throughout the tenure
* Initiated and established several new best practices to drive working efficiencies

**SECTION MANAGER - PROCTER & GAMBLE – KUWAIT – APR 1996 TO APR 1999**

**Key Deliverables:**

* As Section Manager, involved in end-to-end Category Management of P&G’s products which was the first initiative of its type to be applied in Kuwait
* Ensured systematic categorization of products thus forming robust product categories which acted as independent business units for the company
* Handled Marketing and Promotions of P&G Products on a category basis in the region through various new initiatives and retailing strategies to generate revenues
* Tracked ongoing market trends and provided acquired insights to plan and execute Promotional Projects and create superior brand footprint and increase market share
* Involved in interacting with critical customers / retailers and managing key accounts, providing optimum service and creating repeat business

**Achievements:**

* As Sector Manager, achieved a growth rate of 122% in the sector Vs. national average of 109
* Achieved the top position in establishing distribution for all new initiatives in one week as against the national average of three to four weeks for the same activity
* Recorded grants off shelf displays for promotional events at a minimum of 5 displays Vs an average of 2 on a nation-wide basis
* Appreciated for continuous learning and breaking developing concepts with out-of-the-box thinking
* Committed to Continuous Learning and Breaking the Status quo. Developed conceptual presentations in fixing fundamentals issues (80% of Sect Business RVP contracts Vs 37% Y.A)
* Created new categories in 5/7 of Acc (90% in weight of business) Vs a national average of 2/6

**EARLY CAREER**

* Sept 1993 to Sept 1995 Sales Manager - AUB CO-OP
* Oct 1999 to Oct 2001 Chief of alimentary department - Lebanese Army

**Credentials**

**Education:**

* Bachelor of Business Administration – BBA: American University of Beirut - Lebanon

**Trainings:**

* Sales College I, II, (P&G, October 1996, March 1997) Proctor & Gamble
* Work & development plan (P&G, March 1998), Proctor & Gamble
* Efficient Consumer Response (P&G, August 1998), Proctor & Gamble
* Category Management (P&G, February 1998), Proctor & Gamble
* Practical Business Account Management (July 04), Savola Afia International
* Store wars
* The relationships between suppliers and retailers in the FMCG industry – Heinz
* Transform information into profitable decisions – Heinz
* Provide trading customer with the most appropriate info for effective decision-making – Heinz
* Use enhanced negotiation skills to arrive at win-win situations – Heinz
* Operate more effectively in a cross-functional environment – Heinz

**Personal Details**

* Date of Birth: 1st Oct 1975
* Nationality: Lebanese
* Marital Status: Married – two children
* Languages Known: English, Arabic and French

**Key Result Areas across career Span**

**Business Development**

* Leading direct and indirect teams to expand client base and achieve business goals
* Driving IMS & Shipments Targets: GSV, NSV, and GM
* Developing periodic business plans & strategies, in coordination with macro plans of organization
* Developing and driving multiple routes / channels to market
* Overseeing Category Management, BDF, Analysis and Margin enhancement
* Spearheading business development through new market acquisition and channel network development

**Sales**

* Overseeing and coordinating the sales operations, thereby achieving increased sales growth and agreed targets
* Driving sales efforts involving effective promotional activities, product awareness for growth and profitability
* Applying Market basic fundamentals to analyze, forecast and achieve sales numbers as defined by the company
* Ensuring accurate sales forecasts coordinating across departments and functions for achieving sales objectives

**Channel Sales Management/ Distribution**

* Managing the distributor network; appointing / changing new distributors to meet the objectives
* Developing and appointing new business partners to expand product reach in the market
* Drive the full spectrum of distributive sales – availability, visibility and trade recommendation
* Working in close interaction with the dealers and distributors to assist them to promote the product
* Ensuring healthy a ROI to business partners and leading them to higher levels of achievement

**Marketing**

* Driving brand salience and promotions
* Managing external advertising/event management agencies to align thought and action to brand plans
* Leading new product launches in the consumer market and conducting consumer trials to increase the household penetration of products
* Researching and keen analysis of feedback for action/ course correction
* Dovetailing operations into the larger brand philosophy
* Driving trade marketing plans to ensure trade recommendation

**Customer Service & Retail Management**

* Handling all customer queries to the satisfaction of the customer
* Identifying unspoken needs and guiding the customer to the appropriate product
* Understanding feedback and taking required action to meet both business and customer delight objectives
* Managing store transactions and ensuring increased customer footfall
* Driving merchandising efforts to put up attractive displays to drive purchase impulse

**Value**

* **Consistent record of delivering results** in growth, revenue, operational performance, and profitability. Aggressive sales & marketing tactics with strong exposure of working with prominent and high profile accounts; built solid track record of successful rollout, management and turnaround of fortunes through astute planning and execution.
* **New Initiatives/ New Product Development**: Strong business and commercial acumen with skills in conceptualizing strategies, development of new business in new country, developing new client accounts from scratch, articulating product value proposition and ensuring buy-in at the stakeholder end. Handled, created & revamped strategies while implementing “Best Practices” with due diligence, care & aggression as per territory requirement while always caring older accounts.
* **Respect and Leverage Human Capital**: Motivate, mentor and lead talented professionals. Live the culture and lead by example. Expertise in building and motivating large teams that well exceed corporate expectations. Innovative and results-driven manager focused on achieving exceptional results in highly competitive environments that demand continuous improvement.
* Thinking / Problem – Solving Creativity & Innovation
* Initiative & Follow – Through Priority Setting
* Communication Working effectively with Others
* Leadership