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A Goal-oriented Marketing Professional, seeking senior or middle level assignments in Business Development/ Sales & Marketing with an organization of high repute, preferably in FMCG industry

**PROFILE SUMMARY**

**Over 7 years** of rich experience in **Leadership, Large size sales team handling, Business Development, Sales & Marketing, Channel & Distribution Management.** Adept at **handling a wide spectrum of activities** starting from development of business plans/ marketing strategies to **implementation of the same in real time sales environments**. Experience in **driving pre-sales efforts, modern trade** **and general trade** and ensuring adherence to the distribution & visibility plans. Holds the distinction of **exploring new markets in assigned territory of North Vietnam** as well as identifying key accounts that led to business growth and escalated turnovers.

Effectively managed and kick started the business in the North Vietnam and transformed the way the business is conducted by bringing in effective management practices and implementing new real time market reporting through various reporting methods. Real time data analyses led to **reducing costs and time to implement various projects in GT and MT.** Resourceful in streamlining the operations and **restructuring the internal teams & distributor networks** for ensuring effective & quality delivery of service in the market, keeping the pre-discussed parameters in consideration for different segments. Demonstrated excellence in **transforming an underperforming distributor network into a successful one.** Possess strong **people management, customer orientation and planning skills**.

**CORE COMPETENCIES**

* **Monitoring budgets** and accordingly **effectuating business plans to attain maximum sales of products**
* **Bringing out USP of all products** and driving business growth through identification & penetration of new market segments; **coordinating with channel/ distribution partners to penetrate these segments**
* **Directing marketing activities** across the channel of distribution and coordinating product promotions & other events
* Conducting market study for developing new products & their variants as well as analysing products movement trends, **assessing customer feedbacks and taking corrective actions**
* **Liaising with the retailers/ dealers** on a regular basis as per the company norms; analysing dealers’ performance and **imparting necessary trainings** to accomplish set revenue and business targets
* Setting up sales targets for subordinates; training them to **ensure operational efficiency** and meeting of group targets

**ORGANIZATIONAL EXPERIENCE**

**Jan’14 to Sept’14: FES Vietnam, North Vietnam.**

Position Held: Regional Sales Manager

**Key Result Areas:**

* Coaching and leading a sales team consisting of 4 ASMs and 10 Sales supervisors and 60 sales reps.
* Accountable for managing the business which involves handling Both GT and MT, Recruiting and planning manpower and driving retail initiatives like QPS and other sales promotions.
* Supporting & training Sales Teams, Merchandisers & Reps on maintaining accounts relationships and also in opening new outlets and also capturing the market through unpaid visibility.
* Taking measures for ensuring category availability, visibility & freshness (Stock Rotation)

**Highlights:**

As Regional sales manager

* Provided the basis for a new direction for the sales team in Vietnam. Established a new sales structure bringing in newer roles and implementing new market reporting using smartphones and free tools like WhatsApp and viber to get pictures of visibility in each outlets covered.
* Opened distribution in new towns and provinces so increasing the business and the reach of products in North of Vietnam.
* Kick started the business and increased the visibility across the markets of the products by implementing visibility= sales.
* Recommended and brought in new packaging and sku’s for coffee and cereals which enabled the coverage and visibility even in smaller outlets and thereby strengthening the sales and distribution of the products
* Played a pivotal role in:
  + Aggressively driving Visibility and coverage of all outlets.
  + Split the areas and added more distributors to increase in coverage and distribution. Distributors increased from 20 to 30.
  + Piloted ready sales project to cover small outlets.
  + Handling territory replacement of non-performing distributors by appointing 5 new distributors
  + Suggest the management to bring in new products like tea which is widely consumed in the North of Vietnam.
* Accomplished:
  + Increased coverage from 4000 outlets to 9000 outlet
  + Increased the visibility outlet from 2000 to 5500
  + Organised the product sampling in the GT and MT channel for coffee and cereal.

**June 2012 to Dec 2013: Pepsico India Ltd as Account Development Executive.**

**Key Result Areas:**

* Converted 280 accounts from Coke serving to become Pepsi serving accounts which resulted to Increase in the Market share of Pepsi in the beverages category from 49.8% to 55.5%.
* Achieved 110% GOLY.

**Highlights:**

* Cracking the Coca cola outlets and converting them to Pepsico outlets.
* Managing and maintaining the high volume ‘A’ Class accounts. (Annually doing more than 1000 cases business).
* Successfully maintained big accounts like Satyam, J.P fortune, Sandesh The Prince, KRS brindavan gardens outlets to serve only Pepsi company beverages.

**Jun’10 - Jun’12: Abbott Healthcare India Ltd, Mysore, Karnataka, India- Territory Sales Executive.**

**Highlights:**

* Appointed the Distributors and setup the trade division in line with other FMCG companies.
* More than 800 outlets under direct coverage up from 65 outlets same period last year.
* Outlets enrolled and maintained in yearlong display and loyalty programs.
* Successfully launched the new products and also increased the visibility of the existing products in the markets using branding and other visibility programs
* Achieved 129% GOLY

**PREVIOUS EXPERIENCE**

**Feb’09 - Jun’10:** **Nestle** **India Pvt. Ltd., Bangalore as Sales Officer - Bangalore**

**Jan’08 - Feb’09: Agro tech Foods Pvt. Ltd., Trivandrum/ Bangalore as Sales Trainee.**

**Jul’07 - Jan’08: C.M.S College of Science and Commerce, Coimbatore- Lecturer Bioinformatics Dept.**

**TRAININGS ATTENDED**

* Regional sales planning and sales coaching.
* Tracking and implementation of the counter competition activities- Pepsi India.
* Engaging and retaining the customer for a long term- Pepsi India.
* Advanced Merchandising and Use of merchandising aids- Abbott India Ltd.
* Communication skills and Communication etiquettes- Abbott India Ltd.
* Introduction to Sales, marketing and Merchandising- Agro Tech Foods Ltd.

**PROFESSIONAL MEMBERSHIP**

* Member of various Professional Networks on LinkedIn and other Internet Groups

**EDUCATION**

* MSc (Bioinformatics) from C.MS. College of Science and Commerce Affiliated to: Bharathiar University, Coimbatore in 2006
* B.Sc. (Microbiology) from Christ College, Saurashtra University Rajkot, Gujarat

**IT SKILLS**

* Well versed with MS Office, Windows OS, and Internet Applications

**PERSONAL DETAILS**

Date of Birth: 15th April 1983

Languages Known: English, Hindi, Malayalam, Kannada, Tamil and Guajarati