**JERRY**

EMAIL : jerry-39264@2freemail.com

PLACE : DUBAI, UNITED ARAB EMIRATES

**BACKGROUND:**

10+ years of experience in the field of sales & marketing, proficient in trade marketing, category management, sales analysis, business development and account management.

Supervising the key accounts, merchandising & promoters team. Designing planograms, developing merchandising standards, overseeing consumer promotions, negotiating with vendors, event coordination, trade activations & budget management.



**WORK EXPERIENCE**

**Marketing Supervisor** |DUBAI–UAE **Apr2019 – Current**

* *Responsible for all marketing and promotion activities across all trade channels*
* *To develop, launch and control all trade promotions for pharmacy and retail sales channel*
* *Coordinate with Distributor and devise marketing activities and sales activations*
* *To be responsible for Sales and Merchandising team, their training and development*

**Account Manager** |DUBAI–UAE **Mar2018 – Mar2019**

* *Responsible for managing key accounts for the region and achieving the set targets*
* *Developing trusted relationships, providing top level service & generating new business*
* *Analyze on the business performance, competition and market share time to time*
* *Making sales projection, studying pricing, developing strategies & increasing revenue*

**Category Manager** |DUBAI–UAE **Nov2015 – Feb2018**

* *Owning & developing the category, building the brand and growing the market share*
* *To plan the YMC, marketing activities and spending the budget optimally ensuring ROI*
* *Responsible for BTL planning and strategies based on the company goals for the year*
* *Ensure implementation of marketing activities, consumer promotion, POSM & sampling*
* *Coordinate with advertising agencies, suppliers, corporate center and support functions*

**Key Accounts Supervisor** |DUBAI–UAE **Nov2014 – Oct2015**

* *Developing trusted relationships with major clients ensuring they do not turn to competition*
* *Responsible for the development and achievement of sales through the direct sales channel*
* *Playing integral role in new business pitches, being responsible for effective on-boarding new clients*
* *Focusing on growing and developing existing clients, together with generating new business.*

**Trade Marketing Supervisor** |DUBAI–UAE **Sep2013 – Oct2014**

* *Creating annual plan for TM activities in coordination with the category managers*
* *To develop, launch and control all trade promotions for respective sales channels*
* *Prepare and update shelf planograms using category management tools*
* *Analyze the effectiveness of marketing campaigns, promo executions and trade activities*



**Trade Marketing Executive** |DUBAI–UAE **Jun2010 – Aug2013**

* *Spearheaded a team of 50+ merchandisers ensuring merchandising quality at all times*
* *Training and developing the team for efficient merchandising and implementations*
* *Designing competitive promotions, developing merchandising standards and planograms*
* *Conducting regular market visits to ensure the effectiveness of promos & planogram*

**Sales Coordinator / Analyst** |DUBAI–UAE **Nov2007 – May2010**

* *Assisting the Country Sales Manager in budget planning, channel wise sales analysis*
* *Reviewing and providing inputs for monthly sales forecasting and budget variances*
* *Monitoring and tracking for all competitor activities and market trends time to time*
* *Provide inputs for improvising promotions, planograms, displays, and shelf presence*



**EDUCATION**

1. **MBA in Marketing** from University of Mumbai, India, 2003-05
2. **Masters in Commerce** from University of Mumbai, India, 2002-06



**STRENGTHS**

* Leadership eminence, time management, ability to organize people & processes
* Creative, determined & organized person constantly working on self-improvement
* Positive & proactive attitude, flexible & adaptable to situations
* Superb team player, efficient, energetic & detail oriented



**SKILLS**

1. Building Relationships, Key Account Management, Coordinating between departments

oCategory Management, Shopper Marketing, Product Development

oPeople Management, Cost Optimization & Procedure Development

oSales Forecasting, Demand Management, Research & Analysis

oProficient in Microsoft Office, communication and written skills



**ACHIEVEMENTS**

* Handled multiple & additional responsibilities at Fine Hygienic Holding from time to time which saved huge cost to the company & merited me to get promoted regularly, giving me a chance to grow & lead many projects including Fine Culture Team & Internal Auditors team
* Championed and Implemented the Category Management Project at Carrefour & Lulu Hypermarkets by just using MS Office tools which enabled us to boost the MT sales upto 30%
* Prepared a case study on outsourced Merchandising productivity resulting into an efficient merchandising planning and savings on the manpower costs by 17% ($200,000 Annually)
* Managed Private Label Business for Carrefour during 2012-13 and coordinated to launch promotion packs which helped for a 23% increase in total Private Label sales for Carrefour



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| **TRAININGS** |  |  |
| o | Practical Category Management | Nielsen, UAE |
| o | Excel 2010 Advanced | ExecuTrain, UAE |
| o ISO 9001 & QMS Auditor | DNV, UAE |
| o Adv. Modern Trade Management | Logic Management, UAE |
| o Professional Selling Skills & Negotiation Skills | SOS HR Solutions, UAE |



**PERSONAL DETAILS**

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| Date of Birth | **23 JAN 1981** |
| Nationality | **Indian** |
| Visa status | **Employment Visa** (Jebel Ali Free Zone) |
| Additional information | **Socializing, Lead a Kids Club, Travelling, Team Sports** |



*'Everything is possible for him who believes'*