**Kevin**

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 **Product Management and Marketing**

**FMCG Industry**

***Profile Synopsis***

* A competent and self-motivated professional with a **Master’s Degree in Business Administration (Marketing)** with a rich, varied experience of over 4 years in Product Management and Marketing in distinct product lines in FMCG. Associated with **NMC Trading Co LLC, Dubai**, in the capacity of **Product Supervisor.**
* Expertise at conceptualizing, planning & implementing business strategies as per established company objectives, policies & procedures etc., to achieve targeted profitability & growth of business. Familiar with product marketing and management functions involving product purchase, Trade marketing, inventory management, promotions, incentive offers and pricing strategies, budgeting etc
* Skilled in focusing on optimum utilization of talent and human resources, evaluation of technical, professional and soft skills of team members with a proven track record.
* An effective communicator with excellent relationship building & interpersonal skills, strong analytical, problem solving & organizational abilities

***Core Competencies***

* Product Marketing
* Strategy Planning
* Budgetary Control
* Product Purchase
* Inventory Management
* Channel Coordination
* Documentation & Reports
* Target Setting
* Team Leadership

**Software Skills**

MS Windows, MS Office, Tableau, Customized ERP, Oracle based consolidated Product Management System

***Career Summary***

**Product Supervisor**

**NMC Trading Co LLC, Dubai, Mar 2014 – Present**

It is the trading arm of the NMC Healthcare, is one of the UAE’s leading marketing and distribution companies, for prestigious brands in FMCG, Pharmaceuticals, Medical Equipment, Food, Veterinary products, Analytical Lab Equipment, Medical Consumables & Disposables and Educational resources.

Job Profile

Entrusted with the responsibility of handling Product Marketing and Management for the following products

* **NESTLE – Food Product (Pharmacy Chain)**
* **NIVEA – Cosmetic Product (Face Category)**
* **CANDEREL – Artificial Sweetener (Across UAE)**
* A competent and self-motivated professional with a **Master’s Degree in Business Administration (Marketing)** with a rich, varied experience of over 4 years in Product Management and Marketing in distinct product lines in FMCG. Associated with **NMC Trading Co LLC, Dubai**, in the capacity of **Product Supervisor.**

Key Result Areas

**Product Purchase**

* Conducting market research for forecasting market demand for the products, placing the orders by taking into consideration the shipment and delivery periods.
* Reviewing inventory levels at regular intervals to ensure product availability at all times
* Leading and mentoring a team of two on demand forecasting and subsequent purchase working.

**Marketing Strategy Planning**

* Studying the products and translating the technical details into benefits for the users
* Developing and implementing the most profitable plans to position and promote these products.
* Following and analyzing market trends to position products and developing marketing strategies (pricing, advertising, product launching)
* Communicating the value of new products to the sales team and developing sales tools that facilitate the selling process

**Budget Planning**

* Planning the budget, taking into consideration the marketing strategy, promotional activities and offers to be given as incentives.
* This is to be planned by taking into account the sales data and ROI.

**Channel Management**

* Coordinating with various channel heads for hyper markets and other key accounts in and around Dubai and Northern Emirates regarding their sales activities and provide the necessary support.

**Documentation / Reporting**

* Analyzing various reports on a daily, weekly and monthly basis and reporting the variations and current status to the Managers & also for performance tracking. These include Stock & Sales report, Scorecards – Outlet wise & Channel wise, Service Level Reports on Principle level and Outlet level, Promotion tracking and ROI, New Product Launch & Penetration level, SKU wise availability in the stores, Top Outlets & Groups, Outlet achievement on targets (Rebates), Accruals & Promotions
* Leading and supervising a team of two product executives for timely and efficient execution of all spectrums of reporting as per the requirements of management and principal.

***Education***

* **Master’s in Business Administration – Marketing**, AISSMS Institute of Management, Pune University, 2013
* **Bachelor’s in Commerce – Marketing & Finance**, GRD College of Science, 2011

Dissertation & Internship

* Completed a two months dissertation in ‘Review and Evolving of Lipton as more than a Tea Brand’ with Abu Dhabi Co-operative Society in UAE
* Interned with the global supermarket brand SPAR in Pune, India and conducted a study on ‘SPAR Brand’s Customer Perception as a Value Retailer’.

Trainings

* WHO training for advertising and marketing compliances in baby food, Dubai, 2016

Extra-Curricular Activities

* Participated in various plays / theatres with acclaimed artists,
* Actively participated in debate competitions

***Personal Details***

* Date of Birth: 20 Jan 1990
* Nationality: Indian
* Visa Status: Resident Visa
* Languages Known: English, Hindi, Tamil and Malayalam
* Location Preference: Dubai