

AWAIS AKRAM

~EMPLOYMENT VISA & VALID

UAE DRIVING LICENCE HOLDER

RETAIL MANAGER |

KEY ACCOUNTS MANAGER |

TRADE MARKETING MANAGER

CONTACT DETAILS

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CORE COMPETENCIES

- Key Account Management
- Trade Marketing Strategies
- Retail Channel Development
- Strategic Sales Planning
- Modern Trade Management
- General Trade Management
- Category Development & Management
- Product Merchandising
- Brand Visibility
- Credit Collection & Financial Control
- Customer Relationship Management (CRM)
- Market Expansion
- Business Growth
- ATL & BTL Trade Promotions
- Distributor & Supplier Negotiations
- Sales Forecasting
- Performance Metrics
- Team Leadership
- Communication Skills
- Problem-Solving & Adaptability
- Decision-Making

ACADEMIC CREDENTIALS

- Master of Science (MSc) in Marketing | 2013**
Glasgow Caledonian University, Glasgow, UK
- Bachelor of Business Administration (BBA) | 2012**
Comsats University, Islamabad, Pakistan

EXECUTIVE SUMMARY

- Results-driven and strategic Retail (Key Accounts) Manager & FMCG Trade Marketing Specialist with **over 12 years of experience** in sales, trade marketing, and customer management across the **FMCG and retail sectors**.
- Adept at **managing key accounts, developing trade marketing strategies, and optimizing retail operations** to drive revenue growth and market share.
- Proven expertise in **modern trade, general trade, category management, and credit management**, successfully handling high-value national and international accounts.
- A collaborative leader with a strong ability to **analyze market trends, negotiate contracts, and implement data-driven sales strategies**.
- Experienced in working across **diverse markets including the UK, Pakistan, and the UAE**, ensuring business growth and brand success.

KEY ACHIEVEMENTS

- Successfully managed and **grew national key accounts** for major modern trade channels, driving **multi-million PKR revenues**.
- Spearheaded **category growth and development**, achieving an **89% sales increase** in trade division at METRO Cash & Carry.
- Implemented **effective trade marketing campaigns**, resulting in enhanced **brand visibility and retail penetration**.
- Optimized **credit collection management**, reducing outstanding receivables and improving cash flow efficiency.

EMPLOYMENT OUTLINE

Administrative Supervisor

Superior Group of Company, Dubai, UAE | Nov. 2024 – Present

Key Deliverables:

- Operational Leadership:** Supervise administrative teams, ensuring seamless execution of tasks and optimal productivity.
- CRM & Data Management:** Maintain property listings, update CRM systems, and ensure efficient interdepartmental communication.
- Regulatory Compliance:** Ensure adherence to UAE laws and RERA regulations to safeguard business operations.
- Reporting & Budgeting:** Prepare operational reports and manage departmental budgets, optimizing cost-effectiveness.

Regional Sales Manager – Central Region

Super Crisp – FMCG Company, Lahore, Pakistan | Nov. 2018 – Oct. 2024

Key Deliverables:

- Regional Sales Leadership:** Spearheaded sales operations in the Central Region, managing a **team of 5 Zonal Sales Managers and 18 Territory Sales Managers**, driving monthly sales of **200 million PKR**.
- Revenue Growth & Credit Management:** Managed a high-value credit portfolio of **100 million PKR** while ensuring timely collections and distributor stock availability.
- Key Account Management:** Led National Key Accounts (International Modern Trade Channels) including Majid Al Futtaim, METRO Pakistan, Imtiaz, and Chase Up.

TECHNICAL SKILL

- Microsoft Office Suite (Excel, PowerPoint, Word)
- CRM & ERP Systems (SAP, Oracle, Salesforce, Microsoft Dynamics)
- Power BI & Data Analytics

PERSONAL DETAILS

- **Nationality:** Pakistani
- **Languages:** English (Fluent) – IELTS & PTE Certified, Urdu (Native), Hindi (Proficient), Punjabi (Proficient)
- **Driving License:** Valid UAE Driving License

- **Trade Marketing & Merchandising:** Designed and executed strategic in-store displays, category placements, and impulse triangle merchandising for product visibility.
- **Business Development:** Expanded market penetration in general trade and modern trade sectors, leveraging data analytics for strategic decision-making.

Category Specialist - FMCG

METRO Cash & Carry Pakistan, Lahore, Pakistan | Nov. 2013 – Oct. 2018

Key Deliverables:

- **Category Development:** Managed national sales performance for FMCG categories, overseeing an annual sales volume of **8.5 billion PKR**.
- **Sales Optimization:** Achieved an **89%** increase in trade division sales, leveraging market intelligence and strategic partnerships.
- **Promotional Strategy:** Developed and executed ATL & BTL marketing campaigns to enhance brand visibility and drive sales growth.
- **Channel Growth & Expansion:** Led channel development strategies for HoReCa (Hotels, Restaurants, and Cafés) and O&I (Offices & Institutions), significantly increasing sales.
- **Stock & Inventory Control:** Implemented stock management strategies, ensuring optimal inventory levels aligned with demand forecasts.

Sales Assistant

Sainsbury's, Glasgow, United Kingdom | Oct. 2012 – Aug. 2013

Key Deliverables:

- **Retail & Customer Service:** Managed stock replenishment, and category filling, and ensured high customer service standards.
- **Inventory Management:** Coordinated with suppliers to optimize stock levels and store availability.
- **Sales Contribution:** Supported category sales growth by ensuring on-shelf availability and promotional execution.