



Ahmad Atif Abdullah

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ABOUT ME

- A dedicated Regional Sales Manager with extensive sales experience. Developed leadership and communication skills throughout a 10+year career. Prioritize building client relationships encourage all sales team member to take this approach. Ready to utilize analysis capabilities to improve efficiency and profits and identify areas that can be enhanced, organized and capable of managing multiple accounts, territories, channels, and countries simultaneously.

PROFILE SUMMARY

- Proficient, high energy and focused sales professional having successfully worked towards organization revenue generation and customer satisfaction.
- Have solid experience in sales and business development in Modern Trade, Traditional trade, Wholesale and covering different industries such as FMCG, Consumer Electronics, DIY, Horeca & Export.
- Strategically plan and targeting areas in UAE, OMAN, BAHRAIN, QATAR, KUWAIT & KSA region.
- Establish and Develop relationships leveraging existing contacts and connections in the market.
- Plan and successfully farm prospects with revenue generating product-lines aligning with the business operational excellence and financial goals.
- Self-motivated team player with the ability to work independently.

CORE COMPETENCIES

- | | |
|--------------------------------|---------------------------------------|
| • Sales & Marketing | • Analytical Skill |
| • Sales Strategies | • Communication Skill |
| • New Product Launch | • Account Management |
| • Recruitment | • Team Management |
| • Trade Marketing | • Export |
| • Relationship Management | • Distribution |
| • Customer Service | • Regional Sales |
| • Partnerships & Collaboration | • Key Account Management |
| • Negotiation Skills | • Consumer Insights & Market Research |
| • Business Development | • Brand Evaluation |
| • B2B Sales | • Market Entry Strategy |
| • Deal Closing | |
| • Budget Management | |
| • Product Development | |
| • Retail | |
| • Forecasting | |

KNOWLEDGE FORTE

- | | |
|-------------------------------------|------------|
| • Microsoft Office Suite | • MS Excel |
| • Personal Customer Management Plan | • MS Word |
| • MS PowerPoint | |



REGIONAL SALES MANAGER

JULY 2023 until Present

Significant Highlights:

- ❑ Develop and execute the regional sales strategy in alignment with the company's goals and objectives.
- ❑ Monitor and analyze regional sales performance and trends to identify areas of improvement.
- ❑ Lead and motivate a team of sales representatives to ensure they meet their individual and team sales goals.
- ❑ Develop and maintain relationships with key customers and partners in the region.
- ❑ Identifying new markets, tapping profitable business opportunities, and collating market intelligence to devise key entry strategies to penetrate new markets.
- ❑ Develop and implement sales training programs for sales representatives.
- ❑ Monitor and analyze competitor activities in the region.
- ❑ Develop and manage regional sales budgets.
- ❑ Execute trade promotional plans in designated channels with crucial customers.
- ❑ Looking after all trade promotion (placing promotions based on marketing calendar).
- ❑ Develop and implement promotional activities to increase sales.
- ❑ Market visits- monitoring competitor activities, pricing strategy, current promotions, and stock level across POS (point of sale).
- ❑ Monitoring stock movement to store, suggesting promotions or trade deals on slow moving or near expiry products or promotions.
- ❑ Actively taking part in product launch (giving presentation to sales team on new SKU).
- ❑ Market spend optimization and helping dealers/distributors/ showroom to sell out the stock through various ATL/BTL activities and the season cycle.
- ❑ Executing BTL activities (new product launch and listing, sampling, consumer promotions).
- ❑ Collect and disseminate Best Practice for profitable trade marketing activities.
- ❑ Category management working with each brand manager (planogram, promotion, merchandizing, communication) for key accounts or special projects.
- ❑ Attend trade shows and other industry events to promote the company's products and services.
- ❑ Prepare and present sales reports to senior management.
- ❑ Recommends product lines by identifying new product opportunities or product, packaging, and service changes, surveying consumer needs and trends, and tracking competitors.
- ❑ Planning and successfully launching new product lines.
- ❑ Oversee and manage distributors within the region, ensuring effective collaboration and maintaining strong relationships.
- ❑ Identify and evaluate potential new distributors, negotiate contracts, and onboard new partners as needed.

Key Accomplishments:

- ❑ Developed and executed a regional sales strategy that resulted in a 15% increase in primary sales and 30% increase in secondary sales.
- ❑ Lead and motivated a team of sales representatives to exceed their individual and team sales targets, resulting in a 35% increase in distribution.
- ❑ Identified and developed new business opportunities, resulting in a 10% increase in the customer base.
- ❑ Successfully launched many new product lines and implemented promotional activities to increase sales resulting in a 30% increase in sales revenue.



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PRODUCT & CATEGORY MANAGER | HEAD BUYER SEPTEMBER 2020 until JULY 2023

Significant Highlights:

- ❑ Drive the product and business-planning process across cross-functional teams of the company.
- ❑ Instrumental in handling 4 Countries (UAE, OMAN, BAHRAIN, QATAR)
- ❑ Developing and executing the Trade Marketing Plan in line with sales and marketing objectives and managing the Trade Marketing budget.
- ❑ Improving brand presence and campaign execution across trade through excellence in in-store planning, execution and tracking in alignment with the annual marketing priorities
- ❑ Leading and implementing channel specific marketing strategies and plans for assigned retailers.
- ❑ Conceptualizing and executing trade promotions and rolling out impactful in-store campaigns in collaboration with marketing and sales teams
- ❑ Leading activation programs with partners to improve brand visibility.
- ❑ Visiting the points of sales regularly to ensure that the brand is visible, and guidelines are implemented.
- ❑ Develops products by identifying potential products, conducting market research, generating product requirements, developing marketing strategies, and determining specifications, production timetables, pricing, and time-integrated plans for product introduction.
- ❑ Facilitates inventory turnover and product availability by reviewing and adjusting inventory levels and production schedules.
- ❑ Works with marketing and sales departments to ensure product success and market growth.
- ❑ Recruits, trains, and manages product team by planning, monitoring, and appraising job results.
- ❑ Developing product pricing and positioning strategies.
- ❑ Design, plan, and implement sourcing and purchasing strategies.
- ❑ Attending Trade Shows, Conferences, and Meetings.
- ❑ Negotiate for the best pricing.
- ❑ Search and source potential suppliers and vendors.

Key Accomplishments:

- ❑ Successfully handled international brands like KARCHER, BLACK & DECKER, De'Longhi, FORME, VALBERG, 3M, BOSCH, BISSELL, GODREJ, GIMI, BLOO, INGCO, CAT, and ANKER.
- ❑ Played a pivotal role in making the assigned zone UAE, OMAN, BAHRAIN, QATAR positive.
- ❑ Stellar role in increasing the channels in span of 1 year.
- ❑ Played a pivotal role in increasing revenues since inception and awarded as the STAR PERFORMER 2021.
- ❑ Growth in revenue from existing accounts through cross-selling and up-selling new products.
- ❑ Work deeply on the product buying as per the market requirement and hence reduced company costs and increased the revenue.
- ❑ Successfully launched many new product lines.



International Brand Portfolio



AREA SALES MANAGER

APRIL 2015 until AUGUST 2020

Significant Highlights:

- ❑ Responsible for strategic sales cycles targeting Retail Channels (Traditional trade, Modern Trade, Van sales & Wholesale).
- ❑ Achieved key financial objectives on a monthly and quarterly basis.
- ❑ Targeted upcoming new developments in UAE region.
- ❑ Up selling and cross-selling within accounts.
- ❑ Responsible for achieving budgeted numbers to ensure continuous growth of the product line.
- ❑ Main responsibilities included sales, marketing, distribution, promotion, and stockiest management.
- ❑ Instrumental in handling three Distributors.
- ❑ Keeping a tab on business dynamics and realigning policies and programs to combat competition and stay afloat in fiercely competitive retail market.
- ❑ Maintaining a constant vigil on market dynamics & attuning marketing strategies to exploit opportunities.
- ❑ Defining business mission and performance standards across all functional areas and periodically reviewing performance with deft application of concurrent management audit procedures.
- ❑ Overseeing functioning of price structure, monitoring competitor pricing, forecasting purchase plan, inventory control & liquidating of stocks.
- ❑ Identifying & implementing new growth areas in related and unrelated fields.
- ❑ Structuring annual operational budget and implementing control measures to contain expenses.
- ❑ Organizing various training sessions for the team to enhance the sales team performance.
- ❑ Monitored & evaluated the performance of channel team through liaising & conducting market visits.
- ❑ Provided support in driving sales, acquisition projections, product trend analysis, designing trade offers, promotional activities, customized initiatives, etc.
- ❑ Devised and implemented competent business strategies to market a wide range of products, achieving the pre- set sales and profit targets.
- ❑ Built and maintained healthy business relations with clients and ensuring maximum customer satisfaction by achieving delivery & quality norms.
- ❑ Developed and executed marketing strategies for the assigned territory with 8 TSIs.
- ❑ Involved in inventory management, development of market schemes and redistribution network and sales force training and motivation.

Key Accomplishments:

- ❑ Successfully launched full corporate driven projects in region of Kuwait
- ❑ Played a pivotal role in making the assigned zone Kuwait positive.
- ❑ Stellar role in increasing the channels in span of six months.
- ❑ Played a pivotal role in increasing revenues since inception.
- ❑ Growth in revenue from existing accounts through cross-selling and up-selling new products.
- ❑ Developed new accounts (As of Feb2019).
- ❑ Successfully launched many NPD's.
- ❑ Had promotion within the 1st year from Management trainee to Manager Level.

HR (Executive- IT)

Oct 2011– Mar 2013

Significant Highlights:

- ❑ Conducting recruitment interviews and providing the necessary input during the hiring process.
- ❑ Reviewing job descriptions for all positions at regular intervals and updating them in consultation with the respective managers
- ❑ Coordinating with consultants and candidates for scheduling appointments with the management team.
- ❑ Responsible for communicating among people within and outside the company face-to-face, over the phone, through letters and via email.
- ❑ Monitor HR department's budget.
- ❑ Create and run referral bonus programs.
- ❑ Measure employee retention and turnover rates.
- ❑ Organizing training sessions for new or existing employees.
- ❑ Operational activities like coordinating with the clients, drawing effective feedback and suggesting necessary alterations in the working.

Key Accomplishments:

- ❑ Successfully launched project of Sears International Project related to E-commerce.
- ❑ Played a pivotal role in training and restructuring the BCBS US medical coding and customer service.
- ❑ Expanded the client base in the 1st year by consistently surpassing and ensuring complete client satisfaction.
- ❑ Earned commendations from client executives for communication deliverables that targeted desired audiences and articulated the value of products and services.

EDUCATION

- ❑ Master's in Business Administration (MBA)
Institute of Management Technology, Dubai, UAE March 2015
- ❑ Bachelors in Engineering (B. TECH)
Visvesvaraya Technological University, Bangalore August 2011

PERSONAL DOSSIER

- ❑ Date of Birth : 25th January 1989
- ❑ Languages Known : English, Hindi, Urdu & Arabic (Elementary)
- ❑ Nationality : Indian
- ❑ Marital Status : Married
- ❑ Visa Status : UAE Employment Visa
- ❑ Driving License : Valid UAE D/L
- ❑ Notice Period : 30 Days - Negotiable