



Dear Sir,

I am an FMCG sales professional with 28 years of sales & trade marketing experience in UAE.

I have FMCG sales experience with Al Seer Trading Agencies from Jan,1994 till June,2007 who were the distributors for FMCG brands like Kraft Cheese, Ceres Juice, Nestle Purina petfood, Ross frozen food, Reckitt Benckiser, Dabur, Marico, Kimberly Clark, Colgate-Palmolive etc. during this period.

I was a "Trade Sales Manager-UAE "in Abbott Nutrition International (Abbott Laboratories) from July,2007 till Jan,2020. I was responsible for the UAE sales for Pediasure children nutrition supplement powder and liquid, Similac infant formula & Ensure adult nutrition brands across all channels like modern trade, pharmacy channel & traditional trade. I was responsible for leading a distributor sales team to achieve targets for Abbott Nutrition brands within UAE as well as export sales to China and other markets. My major strengths are leading a UAE sales team, key account management with modern trade, sales analysis, trade marketing and category management.

My last working assignment was as Sales Manager-Consumer Division in Al Mufid Trading, the distributor for brands like Baby Joy diapers, Bells Healthcare, Flexitol skin care, Cybele cotton, For Aisha halal baby food from June,2021 till December,2023.

I am an MBA with specialization in marketing, I have experience in developing and executing sales strategies to achieve sales and market share targets, develop and lead a high-performance sales team into achieving business objectives and targets from business planning to execution.

I am looking for an opportunity that will prove to be more challenging. If my experience suits your requirements for a suitable role, I will welcome hearing from you to discuss prospects.

Regards,

Anil Cherian Abraham

Curriculum-Vitae

Contact Information

Name: Anil Cherian Abraham.

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Personal Profile

Nationality: Indian

Current Visa Status: Employment.

Driving License: Valid in UAE.

Languages Known: English, Hindi, and Malayalam.

Education

Graduate in Science -- **Kerala University, India.**

MBA in Marketing -- Shivaji University, India.

Certificate in Arabic -- Level 1 from British Council, Dubai.

Computer packages - -MS WORD, MS EXCEL, & MS POWERPOINT.

Work Experience in UAE (28 years)

1. Company: Al Mufid Trading Co.

➤ **June,2021 till December,2023.**

➤ **Job Function- UAE Sales Manager-Consumer Division (Baby Joy Diapers, Bells Healthcare, Flexitol Skincare, Cybele, For Aisha brands)**

Job Responsibilities:

- Develop and execute sales strategies to achieve sales and market share targets for assigned area.
- Develop and lead a high-performance sales team into achieving business objectives and targets from business planning to execution.
- Lead the sales team to finalize key-account agreements & joint business plans with top key accounts in UAE.

Key Skills / Experience

- Extensive sales operation experience in FMCG / Nutrition.
- Customer and Channel understanding and key requirements across UAE especially Modern-Trade channel and pharmacy channel.
- Trade marketing skills.
- People management and motivation skills.
- Analytical skills to maintain strengths in-market and identify market opportunities.
- Product launch experience.

2. Company: **Abbott Nutrition International (Abbott Laboratories S.A)**

- **July,2007 till January,2020.**
- **Job Function-Trade Sales Manager-UAE (Similac, Pediasure & Ensure brands)**

Job Responsibilities:

- Develop and lead sales strategies, plans and execution tactics to achieve sales and market share targets.
- Develop and lead a high-performance sales team into achieving business objectives and targets from business planning to execution.
- Lead the sales team to finalize key-account agreements & joint business plans with top accounts like Carrefour, Coops & Lulu.
- Work closely with Abbott marketing team to plan & execute “Go to Market” strategies for B-class outlets pharmacy channel with extra focus on LIFE pharmacy, ASTER pharmacy & MED SEVEN Group of pharmacies.
- Align distributor and brand / category plans and develop joint execution plans to achieve in-market targets.
- Design and deploy best-in-class in-store infrastructure across UAE markets to support plan achievement.
- Conduct periodic distributor review meetings ensuring constant alignment and driving business performance.
- Partner with distributor in aligning key customers on brand plans and influence annual customer BDA to achieve flawless in-store presence and execution.
- Develop retail analysis for key markets, share with distributor sales team.
- Continuously develop new channels (Offline and E-Commerce) markets and capabilities.
- Work closely with Carrefour-H.O to develop and execute a category management plan to improve Pediasure SOS (share-of-shelf) in PN category.
- Lead distributor assessment, appointments, and contract terms negotiations.
- Work closely with third-party vendors to conduct in-store promotions in the retail market for Pediasure brand to increase customer awareness about benefits of using the same.
- Work closely with third-party vendors for mall activations to execute customer awareness programs.
- Responsible for new product launches and listing process.
- Responsible for export sales of “Similac, Pediasure & Ensure brands” to China & other markets (2019 sales-USD-4.5MM).
- Responsible for achieving UAE-2019 sales target of USD 41.3 MM.

Key Skills / Experience

- Distributor management experience.
- Customer and Channel understanding and key requirements across UAE especially modern-trade and pharmacy channel.
- Sales development / Trade marketing skills.
- People management and motivation skills.
- Analytical skills to define SWOT for competition and identify market opportunities.

- Strong verbal and written communication as well as facilitation skills, confidence to lead and direct discussion across all levels.
- Strong negotiation and relationship building skills across all levels, especially with senior management of retail customers.
- Project Management-Ability to pull together, manage and lead cross-functional teams. Build critical paths, clear communication, and maintain focus and momentum against key initiatives.
- Results driven (results based on specific sales performance KPI's within pre-defined time frame).

3. Company: **Al Seer Trading Agencies LLC.**

Time Period: July,2005 to June,2007

Job Function: Key Accounts Supervisor-Dubai, Sharjah-Ajman.

Job Responsibilities:

- Responsible for sales to key-accounts like Lulu & Coops for Kimberly Clark, Nestle Purina & other agencies.
- Lead a merchandiser team to achieve best-in-class displays.
- Work closely with Kimberly Clark & Al Seer marketing team to execute marketing plans in-market and to achieve annual target.
- Team leader to execute marketing plans in-market and to achieve annual group target.

4. Company: **Al Seer Trading Agencies LLC, Abu Dhabi**

Period: November,2003 to June,2005

Job Function: Sales Supervisor- Abu Dhabi & Al Ain

Job Responsibilities:

- Responsible for leading a sales team in Abu Dhabi & Al Ain
- Lead a sales and merchandiser team to achieve annual sales targets for different principal agencies like Dabur, FSL, Fair Ever cream, Ceres Juice etc.
- Lead the sales team to finalize key-account agreements & joint business plans with top accounts like Carrefour, Coops & Lulu.
- Work closely with Al Seer marketing team to execute marketing plans in-market.
- Worked closely with third-party vendors to conduct in-store promotions for various brands.
- Work closely with third-party vendors for mall activations.
- Responsible for new product launches.

5. Company: **Al Seer Trading Agencies LLC.**

Time Period: Jan,1999 to Oct,2003

Job Function: Key Accounts Executive-Dubai, Sharjah, Ajman

Job Responsibilities:

- Responsible for sales to key accounts like Lulu & Coops for brands like Kraft Cheese, Ceres juice, Nestle Purina, and Ross frozen food.
- Lead a merchandiser team to achieve best-in-class displays.
- Work closely with Al Seer marketing team to execute marketing plans in-market and to achieve challenging annual targets.

6. Company: **Al Seer Trading Agencies LLC**

Period: Jan,1994 to Dec,1998

Job Function: Territory Executive-Dubai, Sharjah, Ajman.

Job Responsibilities:

- Responsible for sales to B-class accounts for Reckitt Benckiser brand (Dettol) & Kimberly Clark (Huggies)
- Lead a merchandiser team to achieve best-in-class displays.
- Work closely with marketing team to execute marketing plans in-market.

7. Company Name: **Harrison Malayalam Ltd. (RPG Enterprises), Cochin**

Period: Jan 1991 - June 1993.

Job Function: Trade Marketing Executive.

Products: Harrisons Tea, Mountain Mist Tea.

Job Accountabilities:

- Responsibilities included planning & execution of marketing plans to support sales team, focusing on customer feedback to plan and implement promotions, stock management, logistics support, event management for marketing the brand.
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