

Anil Kumar G.

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Experienced sales management professional with progressive expertise in managing sales & marketing activities, building strategic & customized sales & marketing solutions, market research, business promotions, client relationship and customer service. Achieved results in sales, marketing and revenue targets, likewise demonstrated excellent performance in assigned areas. Strategic thinker and team leader, with fierce determination & perseverance to succeed. Holds excellent communication, presentation, client convincing, coordination, business management, team building, and organizational skills with proven career record. Seeking for a more challenging role as Sales Manager in the FMCG or Group of Companies field of Industry.

Strengths

- 25+ years of consistent sales experience
- 16+ years Senior Managerial experience
- 8 year experience in UAE&13 years in KSA
- Sales & Marketing Strategies Formulation
- Business Development-FMCG Brand Know How
- Client Service & Account Management Skills
- Achieving Sales & Revenue Targets
- Surmount Challenges & Exceed Competition
- Training-Motivating Sales & Marketing Team
- Articulate Communicator & Self- Starter

Education

Master in Business Administration Major In Marketing & Advertisement

R.I.M.S., Rourkela, India

Bachelor in Chemistry

Kerala University, Kerala, India

Career Snapshot

Sales Manager, India

FRITTERS Foods & Beverages Pvt Ltd

Jan 2022 - Jun 2023

Manager Eastern Region ,Dammam

Manager Western Region ,Jeddah

BDF Middle East (Nivea)

Feb 2011 – Nov 2021

April 2010 – Feb 2011

Area Manager

NFPC (Lacnor, Milco, Oasis and Aqua), Northern Emirates, UAE

Feb 2007 – Feb 2010

Sales In Charge for UAE

Sales Supervisor for Dubai

Crystal Mineral Water & Refreshments (Raheb Group of Companies), UAE

Feb 2006 – Jan 2007

July 2005 – Feb 2006

Sales Executive (Procter & Gamble)

Transmed, UAE

Apr 2002 – Oct 2004

Marketing Officer

Travencore Cooperative Milk Producers Union, Kollam Dairy (Milma), India

Dec 1998 – Feb 2001

Business Development Executive

Road Transport Corporation (A Division of Goyal Group), India

Jul 1995 – Nov 1998

Recent achievements

Fritters Foods & Beverages Pvt Ltd, India

- Fortified the company and make it future ready
- Sales Profitability.

BDF Middle east(Nivea) , KSA

- Was responsible for the smooth functioning of sales in Western region(Jeddah) during change of distributor in KSA.
- Dealt with clients like Panda, Manuel S.M , Star , Sarawat ,Raya ,Farm ...
- Has been entrusted with assignment in eastern region (Dammam) and from then on consistently giving a growth of 30% year by year within allocated budget.

NFPC (Lacnor, Milco, Oasis and Aqua) , UAE

- Was selected Area Manager in Ajman and made a remarkable achievement by developing the business by an increase of 20% for the area only within a span of 3 months.
- Has been entrusted with additional assignments by Lacnor Company at Sharjah Emirates for its business development and from then on the growth became 30%.
- With success in Sharjah, was given special assignment in Abu – Dhabi for 9 months as additional assignment by Lacnor Company for its business development for Lacnor, Oasis, Milco and Aqua products and from then on the business growth was 25% in assigned areas.
- Successfully implemented Hand Held Terminal(HHT)in Abu - Dhabi.

Crystal Mineral Water & Refreshments (Raheb Group)

- Based on hardworking performance was assigned to take charge of all Emirates and handled multicultural sales team of 17 staff and 2 supervisors.
- Augmented the company sales profit from AED 1.6M to AED 2.35M and effectively handled major clients like Lulu, Carrefour, Union Cooperative, Emirates Coop, Sharjah Cooperative, Safeer Group, Al Maya Lal, RAK Coop, Ansar Mall, Manama Supermarket and Sunrise.
- Made an impressive output for sales by taking charge of hotels like Intercontinental, Crown Plaza, Movenpick, Holiday Inn Midtown, London Crown, Marcopolo, Sea View, Ridges, Sea Shell and Kempenski (A Part of Bhatia Brothers).

Areas of Expertise**Area Management – Sales & Marketing**

- Ability to take charge of sales, distribution expansion, product launches handling, evaluating and controlling market performance while handling branch administration.
- Managing the Budget and Forecast accuracy for stock movement within the region.
- Adept to handle major areas within KSA and familiar with major corporate accounts.
- Monitor customer preferences to determine focus of sales efforts and resolve escalations.
- Oversee regional and local sales managers and their staffs, planning and direct staffing, training, and performance evaluations to develop and control sales and service programs.
- Deal with clientele to negotiate business dealing, tie ups, strengthen client support, service and business operations, while developing contacts with vendors and principals.
- Manage duties related to strategic business planning, implementation, supervision and taking necessary corrective steps in against of competitive markets and changing business scenarios.
- Plan, manage and close long cycle sales, create new business from market segments, and structure an effective solution that will inspire clients and meet their needs.
- Research and analyse competitor activities on a regular basis, facilitating penetration of target market, leading to increase in market share.
- Maintain awareness of industry trends & issues on how they could affect sales territory.

Proven Job Role**Sales Manager (India)- FRITTERS FOODS & Beverages Pvt Ltd.**

- Fortify the company and make it future ready.
- Business process Engineering.
- Strengthening the systems and procedures to make it more robust.
- Enhancing the skills set and imbibing the compliance culture.

Sales Manager (KSA) – BDF(Nivea)

- Evaluating staff performance through brand awareness, capabilities and achievements.
- Managing a team of supervisor, salesmen, merchandisers and sales Executive and directing their work towards selling company products.
- Managing the Budget and Forecast accuracy for stock movement within the region.
- Successful implementation of Marketing activity for new launches and promotional support.
- Ensure customer satisfaction and resolve complaints swiftly and satisfactorily.
- Implementing Company sales and display strategies through review daily journey plan, stock level and effectiveness of merchandising team.
- Executing administrative functions including preparation of weekly and monthly reports.

Area Manager - NFPC – UAE(Lacnor, Milco, Oasis and Aqua)

- Managing a team of 3 supervisor, 59 salesmen, merchandisers and sales Executive and directing their work towards selling company products.
- Evaluating staff performance through brand awareness, capabilities and achievements.
- Executing administrative functions including preparation of weekly and monthly reports.
- Handling sales functions dealing with key accounts, supermarkets, schools, hotels and direct distribution; conducting product demonstration and prospecting new leads.

Sales In Charge for UAE - Crystal Mineral Water & Refreshments (Raheb Group of Companies)

- Promoted company's range of products in hotels, restaurants and groceries.
- Responsible for enhancing profitability, sales and market share through development and implementation of strategic and tactical marketing plans to successfully become a profit.
- Took charge of corporate sales, A&B Class Supermarkets; also guided sales executives and sales representatives aside from training sales staff to perform their duties accordingly.

Sales Supervisor for Dubai - Crystal Mineral Water & Refreshments (Raheb Group of Companies)

- Supervised and managed Sales Team in different locations within Dubai, UAE.
- Trained and coached Sales Team to on product knowledge in order to boost sales target.

Sales Executive (Abu Dhabi)– Transmed(P&G)

- Applied company's strategies in a professional way to reach targets.
- Conducted market studies, helped launch new products merchandized and organized sales campaigns and displayed schemes to promote new products and services.
- Prepared periodical reports on market trends, competitors' activities and market completion.

Marketing Officer(India) - Travancore Cooperative Milk Producers Union, Kollam Dairy (Milma)

- Guided Assistant Marketing Officer and Sales Supervisors for developing business strategies.
- Coordinated in store promotions with sales promoters and merchandisers and organized periodical/seasonal sales campaign and display schemes to market the product.
- Appointed dealers and distributors in assigned territory, monitored and controlled sales and other promotional activities and matched them with other competitors.

Business Development Officer (India) - Road Transport Corporation (A Division of Goyal Group)

- Dealt with corporate offices for their logistics management and coordinated operational network and managed them together with zoned offices and other branches.
- Managed business of corporate clients such as House of Tata, Hindustan Lever, Crompton Greaves, Glaxo, Zuari and Agro Industries.
- Assisted Branch Managers in developing business, prepared quotations, negotiated rates and finalized the deal for logistic management.
- Helped improvise existing business, took charge for businesses in Bombay and Goa and reported to the National Promotional Manager.

Personal Details

Nationality	: Indian
Date of Birth	: 2 nd February 1972
Marital Status	: Married
Driving License	: Saudi & UAE
Visa Status	: Visit Visa
Languages	: English, Hindi & Malayalam
IT Skills	: Well versed in computer applications

Reference

Available upon request