



Personal

- Address**  
Al hamariya  
Dubai
- Phone number**  
+971566954574
- Email**  
atulsiani3@gmail.com
- Date of birth**  
29-12-1987
- Place of birth**  
Ajmer ( Rajasthan )
- Gender**  
Male
- Nationality**  
India
- Marital status**  
Married
- Driving license**  
Valid U.A.E driving license (automatic) and  
Valid QATAR driving license ( manual )

Interests

- Listening music
- Cricket

Languages

- English
- Hindi
- Arabic

Plan and execute sales strategies to achieve sales targets within the assign territory

Work experience

- Operations manager**  
East & West Restaurant, Sharjah (U.A.E)

Oct 2023 - May 2024

  - Oversaw all aspects of restaurant operations, ensuring smooth and efficient daily functions.
- Key account sales exexutive**  
Nasser Bin Khaled & Sons Trading Co. (Choithrams Qatar)

Jan 2014 - Sep 2023

  - Highly motivated and results-oriented FMCG Sales Executive with 10 years of proven success in driving sales growth and building strong customer relationships. Expertise in:
  - Bulk Order Negotiation & Fulfillment: Successfully securing large orders through effective negotiation and relationship building.
  - New Product Launches: new listings and new items target markets by collaborating with customer purchase departments.
  - Customer Relationship Management: Building and maintaining strong relationships with key accounts, including major supermarkets (Lulu, Safari, Monoprix, Carrefour, etc.) and HoReCa establishments (hotels, restaurants).
  - Market Research & Analysis: Identifying and capitalizing on new business opportunities within the FMCG sector.

KEY ACHIEVEMENTS

- Consistently exceeded sales targets and achieved key performance indicators.
- Successfully launched and listed numerous new products in major retail chains.
- Built and maintained strong relationships with key customers, including supermarkets, hypermarkets, and Horeca establishments.
- Developed and executed successful promotional campaigns to drive sales and increase brand awareness.
- Proactively identified and capitalized on new market opportunities.
- Effectively managed and resolved customer issues and concerns.

Industry Experience

- FMCG (Fast-Moving Consumer Goods)
- Food & Beverage
- Retail
- Horeca

Product Expertise In FMCG Products:

- Beverages
- Frozen Foods
- Asian Foods
- Spices
- Health & Wellness
- Pet Food
- Non-Food
- Dairy
- Uk food
- Us food

Key Brands:

Alpro, Bob's Red Mill, Ceres Juice, Dove's Farm, Infinity Organic, Capilano Honey, Jordans, Jungle Oats, Filippo Bario, Heartlight, Simply 7 Chips, Rold Gold, Cheetos, Organic India, Ocean Spray Juice, Biona Organic, Natco Spices, Jamie Oliver, Baxters, Tate Lyle, Bakers Biscuit, Ben & Jerry's, Tender Juicy, Vadilal, Century, 555 Tuna, Century Tuna, Dabur Honey, Batook Chewing Gum, Best Choice Tomato Ketchup, Kimball Tomato Ketchup, Amul Ghee, Klassno Coffee, Kopiko Candy, Gits, Boy Bwang, Parle G, Ajinomoto, Mothers Brand, Mara Brand, UFC, Datu Puti, Boy Bawang, Cock, Thai Choice, TFK, Saba, Ligo, Purefoods, TFK, Nestle Purina, and

many more.

Key Accounts

- Lulu Hypermarket
- Safari Hypermarket
- Monoprix
- Carrefour
- Al Rawabi Group
- Family Food Center
- Ansar Gallery
- Al Meera Group
- Holiday Villa
- Wok of Fame
- Radisson Blu
- Camel Cookies
- Tiger Cookies

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## Education and Qualifications

**Bachelor of commerce (B.Com)**

Jul 2008 - Jun 2011

M.D.S UNIVERSITY, Ajmer

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## Skills

Sales and negotiation	<div><div></div><div></div><div></div><div></div><div></div></div>
Market analysis	<div><div></div><div></div><div></div><div></div><div></div></div>
Retail management	<div><div></div><div></div><div></div><div></div><div></div></div>
Customer relationship management	<div><div></div><div></div><div></div><div></div><div></div></div>
Route planning	<div><div></div><div></div><div></div><div></div><div></div></div>
Product knowledge	<div><div></div><div></div><div></div><div></div><div></div></div>

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## TECHNICAL PROFICIENCY

Limited working proficiency in MS office (excel, word, powerpoint)

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## CURRENT LOCATION

DUBAI