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**SUMMARY**

Accomplished and goal-driven, offering more than 18 years of extensive experience in operation management, and tactical business leadership, customer care, sales & providing on job training to multinational staff. Offers expertise spanning business administration and change management, achieving optimal results with competent planning, organization, and solutions-oriented approach while driving business growth, profitability, and strategic alliances.

**CORE COMPETENCIES**

* *Sales Analysis*
* *Customer Service Oriented*
* *Solution-Focused*
* *Digital Marketing*
* *Strong leadership & communication skills*
* *Team engagement & Co-ordination*
* *Decision Making*
* *Data Analysis*
* *Project Management*
* *E-commerce/ Marketing*
* *Strategic Planning*
* *Purchasing*

**ORGANIZATIONAL EXPERIENCE**

Text

Description automatically generated **Al Douri Group of Companies** March 2022 – Present **Department:** E-commerce Operations **Designation**: E-commerce Operations Head

 **Heather Medical Equipment Trading LLC** **UAE** February 2020 – October 2021 **Department:** Procurement, Sales, Medical equipment & Real estate **Designation**: Operations Head

 **Juma Al Majid Group- GULFCO (HORECA)-UAE** August 2019 – Dec 2019 **Department**: FMCG division **Designation**: Brand Sales Supervisor

**Mind Realm LLC (India)** October 2018 – July 2019 **Department**: Purchasing/ Sales management **Designation**: Business Development Manager

**Al Hadaaf - UAE**  October 2016- September 2018 **Department**: Business Development **Designation**: Business Development Manager

 **Emirates Airline** **UAE** January 2005 - January 2016 **Department**: In-flight Services  **Designation**: In-flight Cabin Supervisor

 **Arab Digital Distribution Co**. **UAE** March 2003 - March 2004 **Department**: Customer Service **Designation**: Team Leader

**Standard Contact Management Solutions Pvt Ltd (India)** October 2002-February 2003 **Department**: Sales Call for UK & USA **Designation**: Team Coach

**RECENT EMPLOYMENT SUMMARY**

* Devising digital advertising, marketing & sales programs, and allocating resources across customers.
* Increasing MTD, YTD & month comparison sales after analyzing sales trend store based for stakeholders like TALABAT, CAREEM, INSTASHOP, etc.
* Improved sales by 86% by increasing assortments, decreasing acceptance and preparation time, and OOS items.
* Analyze data to revise the assortment list on monthly basis to increase sales & to list the items with stakeholders.
* Monitoring ROI for social media marketing, PPC, SEO, WhatsApp marketing, influencer, radio campaign, etc.
* Managing tenders with DHA & MOHAP for various medical equipment & consumables worth 54m AED for the 2020-21 financial year
* Played a key role in getting awarded “Tasharook" tender with DHA worth 133m for 3 years
* Ensure Management and employees' full understanding of business needs, auditing compliance, tracking progress toward goals, and measuring analytics on ROl
* Procurement of medical equipment
* Managing Supply chain/logistics for the procured & sold goods from Germany, China, India, Israel, Malaysia & Turkey.
* Inventory control & Warehousing of medical supplies according to compliance set by DHA

**KEY ATTRIBUTES**

* Managing sales for the online platform for 5 partners, inhouse app & 10 marts
* Implementing strategies to increase organic traffic to the online store (age, demographic, gender, location etc)
* Leasing with APP developers to improve the UX & UI for Al Douri APP
* Managing forecasts and seasonality to ensure proper processes are being followed for inventory/material planning
* Daily reporting for performance and order management.
* Operational responsibility for ensuring pricing and supply.
* Performance Management of the team by setting objectives, carrying out performance analysis, and identifying and recommending training needs.
* Order management, Logistics, Support, Process Improvement, and Operational Efficiency
* Customer behavior & data analysis to forecast daily, monthly & yearly sales
* Managing customer service department & branch sales coordinators to improve sales & reduce OOS
* Working & monitoring closely with the marketing team to improve brand visibility & awareness
* SKU analysis to reduce dead stock & improve store storage facility to meet HACCP standard
* Analysing partner's reports to increase staff efficiency, stock availability, reduce cancelations, the peak time for sales, order time frame, etc.
* Managed marketing via Digital (e-commerce) & traditional platforms Investigate and integrated new strategies to expand business operations and grow customer base.
* Managed revenue models, process flows, operations support, and customer engagement strategies.
* Collaborated with internal teams and suppliers to evaluate costs against expected market price points and set structures to achieve profit targets.
* Created lists of potential customers based on local markets and assigned sales tasks to the team.
* Owned all aspects of sales planning, development, and team and account management for UAE territory.
* Liaised with customers, management, and sales team to better understand customer needs and recommend appropriate solutions.
* Drove business success by maintaining and applying current knowledge of sales, promotions, and policies regarding payments, exchanges, and security practices.
* Maintained financial controls, planned business operations, and control expenses while identifying and pursuing opportunities to grow business operations and boost profits.
* Manage the brands assigned and monitor, counsel, and review daily activities to facilitate smooth service delivery.
* Manage various teams of different individual nationalities on board to achieve the highest level of customer safety & satisfaction on every single flight.

**ACADEMIC QUALIFICATION & CERTIFICATION**

* Masters in Business Administration
* Digital Advertising
* Certified in Event & Hospitality Management
* Ecommerce Fundamentals
* Diploma in Sports & Exercise Nutrition
* Assistant Instructor Krav-Maga Middle East
* Certified ICC (International Cricket Council)
* Project Management Foundation- Procurement
* 3rd Level Student in Wing Chun
* Green Belt Taekwondo
* Basic First Aid Training Inclusive CPR
* Trained fire fighter for in-flight emergencies

**E-CERTIFICATION - EMIRATES AVIATION COLLEGE**

* Aviation Security
* Assisting Customers with mobility impairment
* Fatigue and shift work
* Food Safety and hygiene
* Fatigue Shift Management System
* Basic Life Support and Inflight Medical Emergency Care
* Professional Image & Grooming

**PERSONAL DETAILS**

**Date of Birth:** 5th December 1980

**Languages:** English, Hindi, Marathi & Konkani

**Nationality:** Indian

**Driving License:** UAE

**LinkedIn:** <https://www.linkedin.com/in/derriksarkar/>