

# CAROL CAPATI DEL ROSARIO

Dubai, United Arab Emirates  
+971 52 7328011 / karla206@icloud.com



## EXPERIENCED CATEGORY MANAGER / BUYER

### Range Development and Category Management/ Analysis and Planning / Vendor Negotiation

Experienced, results-driven professional with 19+ years expertise in purchasing, category management, pricing, vendor negotiation, trading and analysis. Highly collaborative with all support and management teams in creating, testing and streamlining brand processes and report generation to consistently deliver category and business sales and margin budgets.

#### Areas of Expertise

- |   |  |                                      |
|---|--|--------------------------------------|
| ▪ Strategic Purchase Planning           | ▪ Sales Trend Analysis   | ▪ Verbal & Written Skills            |
| ▪ Market Research and Product Branding  | ▪ Competitive Shopping & Price Monitoring                      | ▪ Team Player & Leader               |
| ▪ Benefit-Cost Analysis                 | ▪ Vendor Management  | ▪ Interpersonal Skills               |
| ▪ Stocks Allocation and Demand Planning | ▪ Contract Negotiation and Agreements                          | ▪ Organizational Skills              |
| ▪ Promotion Planning and Review         | ▪ In-store / Ecom product launches and campaign communications | ▪ Report generation and Presentation |
| ▪ Budget Planning & Open-to-buy Dev.    |  |                                      |

#### Professional Experience

**ACE - AL FUTTAIM TRADING PRIVATE LTD., United Arab Emirates / Doha**

**2016-Present**

**Category Manager – Home Appliances/Home Décor/Occasional/Garden**

- Creates, maintains and updates ranges within the category that bring footfall to brick and mortar stores
- Drives exciting and profitable campaigns, launches, adhoc and seasonal promotions for all stores and channels
- Develops and implements newness in line and ahead of market trends
- Collaborates with in-house and vendor marketing teams for timely and successful in-store and online activations
- Oversees stocks movement and strategize for a more effective clearance of slow movers
- Fully or exceedingly delivers budget sales, margins, negotiate vendor rebates, keeps healthy stocks position/turn-over

**ACE / PLUG-INS - AL FUTTAIM TRADING PRIVATE LTD., United Arab Emirates / KSA / Doha / Egypt**

**2004-2015**

**Buying/Inventory Assistant/ Allocator/ Buyer/Category Manager - Home Appliances/Home Living/Novelty/Occasional**

- Simultaneously expanded product range in ACE with the collaboration of two managed group brands in UAE
- Streamlined new processes for new categories to ensure agreed KPIs of vendors and new teams
- Managed to clear and return ageing inventories while transitioning to integrate PlugIns to ACE and closed KSA stores
- Negotiated better terms with suppliers even during store transitions in UAE and Egypt
- Reacted proactively and delivered profitability and sales growth up to 3-digit for both UAE and Doha despite covid period

**DIGITAL TELECOMMUNICATIONS CORP., Philippines**

**1999-2003**

**Admin-Inventory Executive / Marketing Coordinator**

- Coordinated with different local and remote business units; prepared, summarized analyzed sales and marketing trends
- Conducted stocks inventory, maintained updated stocks position and replenished based on region's consumption analysis
- Communicated campaign objectives, schedules and deliverables to sales teams and cascaded new promotions and POS

#### Education / Skills / Certifications

B.S. Economics / University of the Philippines at Los Baños, Laguna, Philippines

MS Office Teams Outlook 365 / Business Intelligence / SAP PRT

Al Futtai Training Center: Supplier Negotiation Skills / Managing Conflict / Category Management and Branding