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United Arab Emirates

**SHABIN V M**



**EDUCATION**

* Master of Business Administration (MBA), CMS-Institute of Management Science, Coimbatore Affiliated to Bahrathiyar University (2000 – 2002)
* Bachelor of Business Administration (BBA), S.N.D.P Yogam College Konni Affiliated to M G University Kottayam Kerala (1997 – 2000)

**SIGNATURE STRENGTHS**

* Business Turnaround and RGM Growth
* Strategic Enabler for Vision & Mission
* New Product Development (NPD)
* Away from Home expert (OOH)
* CPG Sales and Business Development
* E-commerce & Digital Marketing
* Brand Mgt. & Trade Marketing
* Sales Mgt. & Strategic Marketing
* Supply chain management (SCM)
* Rout-to- Market (RTM)/MT Marketing
* Market Share & LRB Growth
* GTM (Go-to-Market)/Area sales Mgt
* Market Research & Analysis
* A&P Budgeting (BTL & ATL)
* GP/NR Growth
* Target Setting & Achievement
* KAM & Product Launch
* Channel S$M Mgt. & SMB Expertise
* Promotion and pricing management
* Category & Export Management
* Merchandising Expertise/MSL Skills
* Budgeting/ JBP Negotiations
* Performance Management /CRM
* Recruitment & Selection
* SOP Improvement and Optimization
* P&L Mgt. and Decision Making
* Multitasking & Communication Skills
* Data Analytical and Problem Solving
* Employee Capability Development
* Team Management/ Leadership

**TECHNICAL COMPETENCIES**

* M S Office (Word, Excel, and PowerPoint)
* Accounting packages – Tally, Dac Easy etc.
* Familiar with ORACLE & SAP Operating systems

**WORK EXPERIENCE**

**Top-performing business leader with extensive success driving year-over-year sales growth and managing profitable growth and shares in complex, highly competitive FMCG sector**

**Accomplished sales leader, strategist & results-focused business development professional with 18+ years of insightful experience, managing sales, modern trade marketing operations, devising business growth strategies in both established and emerging markets, managing challenges, ensuring profitability and leading teams to achieve sales objectives. Demonstrated.** Extensive knowledge of the retail industry in Bahrain & Kuwait, forming a basis for effective market penetration and channel development. Management strengths include strong communication, goal attainment skills, and market adaptability.

* **Repeated successes** in shaping highly focused marketing, sales, and brand management strategies that advance and optimize the organization’s revenues and profit margins.
* **Adaptability, flexibility & solid leadership skills** have transferred successfully across diverse consumer markets and functions to drive consistent results for the highly competitive business, cutting-edge markets, fast-paced environments.
* **Recognized** for registering sterling business growth in terms of sales volume, supply chain and market share expansion with an ability to lead the organization forward with pride & profit.
* **Recognized as a self-disciplined leader and visionary**, known for quickly assessing situations, rapidly crafting solutions, building teams, organizing actions, and creating efficiency.

**Strategic Business Consultant – Waypoint System FZCO- UAE (May 2023-Present)**

**Significant Accomplishments:**

* The Major role as Business Consultant as to set and liaise with the top management to review, revise and restructure the company products, SO process and BD plans.
* To develop and Implement the company short and long term business development mission and vision strategic goal.
* To develop and execute a business development road map with precise growing plan and vision strategy to make it more successful and standardized company.

**Commercial Sales Manager - Modern Trade (And TM) – Bahrain (Aug 2020 – Sep 2022)**

**The PepsiCo Bahrain – Ahmadi Industries**

**Significant Accomplishments:**

* Driving force behind heightened business performance and effective strategies in the MT Channel for the entire PepsiCo product TM portfolio - Pepsi, Aquafina, Lays & Quaker, etc.
* Handpicked to lead the Brand PepsiCo MT business in Bahrain and set the strategic roadmap for growth and expansion, improving revenue, market share, and profitability.

**Key Contributions:**

* Establishing long-term strategies for trade marketing, promoting brands, implementing modern trade sales strategy, market activation, and consolidation of key accounts.
* Owning portfolio P&L accountability & big picture strategy that builds businesses, drive missions, generate positive ROI, and measurable market leadership and growth.
* Strategic Planning- proficient in assortment planning, launch planning, and Joint Business planning as well as category development and the ATL/BTL business promotions.
* Researching markets, competitor's activities; developing smart RGM strategies for accomplishing pre-established sales and revenue targets by channel and customer.
* Astute Negotiator: Negotiating favorable annual trading and logistic contracts and concluding in-store activations, merchandising and sell-out plans with the accounts
* Ensuring compliance with assigned promotional costs and monitoring expenses allocated for sales, Trade Marketing activities and brand building.
* Streamlining processes for accounts receivables, debt collection, and collection of outstanding debts. Providing fiscal oversight for customer investment budgets, innovations, and ascertaining all budgets are agreed and signed off.
* Providing expert analysis and evaluation regarding current competitive positioning, LRB share reports and shopper insights – accordingly planning customer-specific category plans.
* Developing SOP for managing MT, brand positioning statement, effective campaigns to create a lasting impression of company image, products/ services in the region.
* Providing all-inclusive business consultation for winning sales, action plans to achieve established targets and concluding annual contract negotiations with Top 10 MT customers.
* Applying expertise in managing in all phases of Trade marketing, branding, sales promotion, MT strategy from prospective area/product, and directing ROI on promotional activities.

**Commercial Sales Manager Expert Profile – Area/Country Sales I Business Development ⎜Key Account Management I** **FMCG/CPG Business Strategist I Modern Trade Business Expert I Trade Marketing**

* Empowering the larger workforce across the Modern Trade channel in developing category plans for assortment, promotional strategy, and price positions. Simultaneously ascertaining attainment of channel/customer margins and customer profitability.

**Area Sales Manager (May 2018-Jun 2020)**

**The Lays (PepsiCo) Kuwait – United Beverage Co K S C C**

**The Lays (PepsiCo) Bahrain – Jawad Business Group**

**Designation Chronology:**

* May 2018-Jun 2020: Area Sales Manager – Kuwait (**The** **United Beverage Co K S C C)**
* Feb 2016 – Mar 2018: Country Manager (SM) – Bahrain **(M/s Jawad Business Group)**

*Joined the organization as* ***Country Sales Manager – Bahrain*** *and transferred to* *Kuwait to develop sales in capacity of* ***Area Sales Manager – Kuwait,*** *due to exceptional performance.*

**Significant Accomplishments –** **ASM – Kuwait:**

* Accomplished and surpassed volume and revenue growth of +5% & +7% respectively in the year 2019.
* Realized and Attained 30-point market share on the YTD level in Kuwait TT channel & positioned the company as the market leader in snacks category (Brand Lays).
* Introduced and managed the home delivery (HD) platform for snacks (Frito Lays, SSFL Brands) and recorded success of selling 2 tons in the year 2019.

**Key Contributions -** **ASM – Kuwait:**

* Conceptualized strategic blueprint for the business and formulated sales strategies to achieve and exceed all profitability goals and targeted business growth in alignment with in line with Annual Business Operation Plan (ABOP).
* Drove the strategy and sales operations for the segment and devised aggressive sales targets based on brand and pack wise as per ABOP and developed action plans based on geography, monthly/weekly/daily targets.
* Mentored and inspired direct sales team strike rates to achieve sales targets on the basis of call completion, coverage, distribution, and display objectives.
* Cultivated strategic plans to advance the company's mission in local areas in liaison with trade marketing. Reviewed stock movement, availability, and regional pricing to design a long-term strategy to augment margins in all categories - product/ territory/pack mix.
* Advised higher management action for capturing new business opportunities, improving business commercials covering profit margins, and working capital including debtors.
* Introduced planned strategies, aimed at minimizing operational costs, and expanding footprint in new markets and introducing new products to the market.
* Set realistic operational goals and annual budgets to establish a result-focused environment with precise performance parameters together while deploying actions that are focused on increasing Market share in the region.

**Significant Accomplishments –** **Country Sales Manager – Bahrain:**

* Accelerated sales growth, volume, and revenue growth by +7% in 2016 and maintained a profit margin of 21.4% throughout 2016.
* Demonstrated exemplary performance by consistently achieving and sustaining double-digit growth of 20% in terms of coverage in the down trade and accomplished 40% market shares in a volatile market like Bahrain throughout 2016-2017.
* Provided strategic inputs to improve the Cash flow cycle and reduce the market outstanding by around +40% than the previous year.

**Key Contributions – Country** **Sales Manager – Bahrain:**

* Boosted growth by expanding horizontally (increasing the number of customers), vertically (enhancing annual sales within target groups) and maximize revenue potential.
* Integrated strategic planning with critical functions – coverage plans, stock control and aging, channel distribution, pricing, sales forecasting, trade marketing to achieve targets per channel per Category per SKU (Sales & distribution, MSL, DSR).
* Fostered effective communication with key customers to discuss products and quality provided; negotiated sales price, agreements & discounts in liaison with unit manager.
* Standardized all policies and procedures, maintained a market database pertaining supply, demand, prices and competitors' activities. Utilized the same to introduce the company's products to major customers and increase sales volume.
* Mobilized products in accordance with demand (quality, quantity and delivery dates), offered compelling pricing and devised creative ways to promote and merchandise based on supplier’s procedures (Plan o gram, stock list.)
* Acquired sales resources in accordance with trends, sales projections and economic cycles. Simultaneously ensured sales team is aware of all stock, pricing and promotions.
* Ensured optimal stock level with an accurate monthly inbound inventory forecast, controlled accounts receivables in coordination with finance department and efficiently handled all customer issues to attain maximum level of satisfaction.

**PROFESSIONAL DEVELOPMENT**

On the job training

* Customer Collaboration Relationship Model (CCRM)
* Collaboration for Value Secession
* Completed TCCC LEAP Program LEAP Certified Holder (2012-2014)
* LEAP [Leadership Excellence & Accelerating Performance] Training attended about Leadership Capability Development
* Training attended and certified as Train the Trainer
* British council certified in advanced business English.
* Harvard Business School on line certification in Business Streams

Key Achievements

* Nominated consecutively 2 years as best performer, Supervisor and Channel Manager in TCCBCB

In Curriculum

* Customer Satisfaction in Service Sector
* Importance of Promotion Management in current scenario

**Manager -- Modern Trade (Dec 2012 -Jan 2016)**

**The Coca-Cola Bottling Co. wll – Bahrain (TCCBCB)**

**Designation Chronology:**

* Dec 2012 -Jan 2016: Manager - Modern Trade
* Nov 2008 – Nov 2012: Associate Manager Key Accounts
* Apr 2004 – Oct 2008: Sales Supervisor General Trade and Key Accounts (HORECA)

*Joined the organization as* ***Sales Supervisor General Trade and Key Accounts (HORECA)*** *and moved up the corporate ladder, meriting multiple promotions and handling position as Manager or Channel Head* ***- Modern Trade****.*

**Significant Accomplishments**

* Made significant contributions for NARTD Leadership in Bahrain by consistently achieving Volume Target Realizations since November 2012-13.
* Registered growth in terms of Volume (Sparkling +10%, Coke TM +8%, Water +12%, Total +12% (2013-2014) and RGM Growth: +43% (2015-2016)
* Pioneered the Concept of “Coke n Meal” in Bahrain and executed a Special Calendar for activations-first of its kind in Middle East Region.
* Conceptualized and implemented of the Cross-Category merchandising tools in Modern Trade accounts in the chips and snacks sections. (1st in Middle East Region)
* Initiating Market Best Practices from developed and mature markets to exceed the Modern Trade Channel requirements.
* Enabled MT Channel to gain 6 points in Market share and reached 50 points in Sep -15.
* Positioned the Brand Coca-Cola as a Market leader in the MT Channel consecutively 6 months and first ever in the Middle East.
* Awarded the Best picture of success outlets execution among in the Bahrain and Qatar markets.
* Plan and execute the new Coca-Cola Supply Chain SAP based Road show app in system.

**Key Contributions- Manager - Modern Trade:**

* Framed strategies for Modern Trade Business and Trade Marketing Activities to deliver volume and profit.
* Building brand focus and handling appropriate Promotion & Planning selection for MT channel with the right OBPPC through other Market Best Practices.
* Developed and ensured implementation of Sales strategies to deliver annual volume objectives within budgeted costs in line with Customer Agreements
* Managing delivery of business against target set within allotted spend budget (MPR). Led the full year business planning and trade budgeting activity covering all operations (DME),

Volume and Revenue, rentals and promo budgets.

* Developed actionable marketing strategies and plans to deliver against the company's business objectives and defined the brand & its proposition & the Right execution daily (RED) activation, products, packaging, and promotion in the respective areas (MT).
* Performed regular visits and analyzed category performance as it relates to distribution, pricing, and promotional activities. Devised a robust activity calendar to support the category sales, coverage and distribution across the various trade channels.
* Empowered the Modern Trade Team and the field force to achieve higher levels of market execution (RED) and mentored them to meet assigned objectives (RGM) and KPIs.

**Key Contributions- Associate Key Accounts Manager (Horeca and Modern Trade):**

* Defined business strategy, sales, distribution & visibility of the company’s brand portfolio roadmap as well as seamless coordination between all MT accounts while monitoring the operations and financial results against plans versus budgets.
* Provided dynamic leadership in creating newer channels; gaining newer customers and contracts within the MT channel and improving visibility and sales of the MT channel.
* Studied market data/trends and identified profitable opportunities through RGM strategies, reviewed the performance and applied market intelligence database findings of MT channel to construct annual sales/marketing plans to obtain targets.

**Key Contributions- Sales Supervisor General Trade and Key Accounts (HORECA):**

* Championed sales and marketing initiatives, designed customized MT, GT and HORECA accounts-specific marketing and sales programs to augment volume and revenue in assigned foodservice accounts by utilizing fact-based selling methods.
* Improved customer satisfaction through quality, service and value. Supported achievement of sales targets based on yearly budgets.
* Prepared and presented market reports & feedbacks from time to time for Management review and decision.

**Other Professional Experiences:**

* Jul 2002 -Jan 2004: Territory In-charge, The Colgate- Palmolive India Ltd. (Franchise Op)

**PERSONAL INFORATION**

* Date of Birth: 27th May 1979
* Nationality: Indian
* Marital Status: Married
* Driving License: Bahrain, Kuwait

**LANGUAGES**

* English: Expert
* Malayalam: Native
* Tamil: - Fluent
* Hindi: Fluent
* Arabic: Basic

**REFERENCES**

* Available upon request
* Alternative No +91 85475 36322