

Professional Summary

Dynamic Commercial & Business Development Leader with 17+ Years of FMCG Expertise: Crafting and executing strategic plans, developing and restructuring regional and network strategies, optimizing route-to-market frameworks, and managing retail, pet food, non-food, and food service partnerships across diverse markets are my core competencies. Throughout my career, I've consistently exceeded targets, creating substantial value for organizations. My extensive experience spans 30+ countries and 7+ product categories, leveraging deep market insights to drive international business success. Let's connect and explore how my expertise can contribute to your organization's growth!

Key Highlights:

- **Strategic Leadership:** Developed and implemented region and network strategies resulting in a 25% increase in market penetration.
- **Revenue Growth & Profitability:** Achieved a 30% increase in revenue within the first year through effective market expansion strategies.
- **Market Knowledge & International Expertise:** Extensive experience working across 30+ countries and 7+ categories, leveraging deep market insights to drive business success in international markets.
- **Result-Oriented Approach:** Committed to delivering tangible results, I have consistently exceeded targets and created value for organizations through a results-driven mindset. Consistently exceeded targets, delivering a 20% increase in profitability year-over-year.
- **Adaptability & Resilience:** Thrived in dynamic environments, achieving success amidst change and uncertainty.

Areas Of Expertise

* Business Development	* Brand/Category Management	* Excellent networking abilities
* Go-to-Market Strategist	* Negotiations/ Sales Execution	* Deep Market Knowledge
* Leadership	* Trade Marketing	* Data & Trend Analysis
* Sales & Marketing	* Account Management	* Retail / HORECA

Education

- University Of UCAM
MBA in Marketing - Spain
- Chartered Management Institute
Certified Manager Program - UK
- Cambridge International Qualifications
Postgraduate **Extended Diploma in Marketing – UK**

Technical Skill

- Digital Marketing Fundamentals | IIDE - The Digital School

Career Background

Head of Sales and Business Development

(Market Entry and Brand Launch IN EMEA Market for Leading Pet Food Brands)

Vibrant Worldwide LLC - UAE

February – 2024 – May 2024, AE, Dubai

- Led a 6-month project with Vibrant Worldwide to identify and onboard leading pet food brands in the UAE market.
- Successfully identified and onboarded prominent pet food brands such as KANIVA (Thailand), Mutamin (Turkey), and Farmchemie - Pet supplements (Sri Lanka).
- Responsibilities included brand identification, market research, brand strategy, go to market planning, pricing analysis, marketing and launch planning. and project management.
- Worked closely with industry experts and pet clinics to tailor solutions for the brand.
- My expertise lies in overseeing entire operations and driving business development within the UAE market beyond.
- Worked closely with the brand partners to in region wise plan in the pet food market.
- Played a key role in negotiating agreements with distributors, retailers, and wholesalers, optimizing brand visibility and placement.
- In charge of comprehensive business planning, business KPIs, and managing import documents, including budget and P&L.
- Meeting brand objectives and fulfilling stakeholder requirements and expectations.

International Sales Manager

Grovara INC. USA

August 2022 – January 2024, Dubai

Achievements and Contributions

- Achieved a turnover of 4M USD exporting FMCG products to 11 markets. Exceeded my 2023 sales target by 12%, comprising 30% new sales and 70% reorders.
- Successfully launched the Waterloo sparkling water brand first time in the to the UAE market from USA, developing and executing a comprehensive go-to-market strategy. Achieved significant market penetration in both retail and HORECA sectors, generating 1M AED in revenue.
- Launched Nestle frozen brands directly with prominent retailers like Lulu MENA and Spinneys Dubai, collaborating with their local and US procurement teams. This enhanced brand presence and accessibility in the region, resulting in a revenue of 1M USD in the first quarter.
- Successfully presented a go to market plan to the Nestle USA team, in collaboration with the IFFCO Group, to launch Nestle frozen brands and Danone So Delicious Ice Cream in the UAE, KSA, and Kuwait markets.
- Spearheaded the introduction of Nestle Essentia Hydration Water in the UAE, marking its debut in the Middle East market. Generating AED1 million revenue in first year.
- Expanded Mexican brands into Singapore and Seychelles markets.
- I played a key role in introducing iconic UAE brands such as Choco Dates and Hunter Foods chips from the UAE to the North Amaerican market. Collaborated closely with the Mexican team to launch these brands in Costco Mexico and beyond.
- I collaborated closely with Carrefour UAE, Panda KSA, Tamimi KSA, and Danube KSA to launch the Frozen Nestle range and Danone So Delicious Ice Cream.
- Introduced Thats It Fruit bar from Canada making it debut in Starbucks UAE and Kuwait.

Professional Experience

- Led the MENA region, orchestrating successful launches of multiple brands, showcasing expertise in international market management. Achieving 30% market share increase.

- Leveraged over a decade of experience in importing and exporting consumer brands and produce, fostering global connections.
- Increased the clientele base in each region and penetrated new markets.
- Led a team of account managers and sales support.
- Negotiated exclusive purchase and distribution deals directly with class A- brands.
- Attended GulFood, ISM ME Snacks Expo and Saudi, Qatar Food show food fairs.
- Reported to the management in The US on weekly basis.

Sales and Marketing Manager (UAE & Oman Markets)

EMF Emirates LLC

Dec 2013, till Jul 2022, AE, Dubai

- Managed day-to-day retail operations for Lotus Biscoff brand in UAE and Oman markets. Setup coverage as per RTM.
- Identify, develop, and evaluate Sales & Marketing strategies for the retail market in UAE & OMAN, based on knowledge of establishment objectives, market characteristics, and cost and markup factors by working closely with the Local market.
- Being a part of Gulf Food & Gulf Food Manufacturing as an exhibitor plus visiting other food exhibitions for brand hunting and gain the latest FMCG products updates such as SIAL & ISM.
- Plan and execute in store trade activities such as campaigns, tasting sessions. Executing BTL activities (In-store Promotion, Thematic Promotion, Tactical Promotion, sampling).
- Initiating NPD's/EPD's launching plan in all Sales Channel across the UAE and Oman.
- Direct coordination with promotional activities and all related marketing activities. Listing the right product at the right location. Evaluation of Brand trends and activation of trade schemes.
- Consumer retail division - Managing a team of sales & merchandisers in Dubai & Abu Dhabi. Managing existing key accounts and acquire new customers in the UAE.
- EMF Emirates was selected out of all Lotus Distributors around the world (HORECA & RETAIL) to be awarded with a Builder of the Year Award where much was accomplished by the company throughout the year to take the Lotus Brand to the next level.
- Negotiate terms of new account contracts with retailers, marketing related support.
- Market intelligence - good knowledge on key buyers, how they buy and their buying criteria.
- Achieve AVL (Availability/Visibility/Listing) of brands in Key Accounts.
- Interviewed new candidates to join the team. Train and motivate the Sales & Merchandising team to ensure focus of visible distribution and quality displays at outlet level.
- Developing new strategies to sell the products. E.g., place the product as Impulse item -to place on checkouts, in category, and occasionally in selective out of category (cross merchandising).
- Market visits- monitoring competitor activities, pricing strategy, promotions, and stock level across POS.

Key Account Executive

Truebell Marketing & Trading LLC

Nov 2008, till Nov 2013, AE, Dubai

- Managed over 1600 SKUs across various categories including ambient, chill, frozen, deli, beverage, bakery, Japanese food, Christmas specialty food, and confectionery.
- Coordinated sales distribution by establishing territories, quotas, and goals, monitoring sales performance.
- Handled major key accounts, ship chandlers, exporters, wholesalers, convenience stores, cafes & restaurants, and major supermarket chains.
- Reviewed sales orders and accounts to assess market conditions and customer status.
- Monitored merchandising activities, negotiated display rentals, and managed stock for all agency products.