



MOHAMMED NIYAS

KEY ACCOUNT EXECUTIVE

My Contact

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📍 Dubai, UAE

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Language

- ENGLISH - Bilingual Proficiency
- Hindi-Work - Bilingual proficiency
- Tamil-Work - Bilingual proficiency
- Malayalam - Native Proficiency

Software Skills

- MS office Excel
- MS office Word
- MS office Power Point
- MS outlook
- Canva
- Tableau (Basic)
- Corestocky By Botree

Personal Profile

- Date of Birth : 21/11/1994
- Visa Status : Visit Visa
- Marital status : Single

Professional Summary

Diversified sales professional with 4+ years of experience in sales operations, business development, trade marketing, brand management, Logistics and distribution management across traditional trade, modern trade, and Horeca channels; managed a team of 20 with a focus on goal-oriented outcomes and exceeding targets.

Professional Experience

Gujarat Co-operative Milk Marketing Federation Ltd (AMUL) Kerala, India



TERITORY SALES INCHARGE SEP 2018 - FEB 2023

- Handling an average Monthly Business of INR 40 Million with a team of 20 Members covering key accounts /Modern Trade/Horeca - Dairy and frozen category.
- Conducting daily Market visits to check Route coverage in terms of Product Availability, visibility, competitor activity, and searching for new opportunities in order to increase sales Volume.
- Developing and maintaining an efficient Distribution network to ensure the comprehensive reach of company products across the region to achieve or exceed the sales target.
- Together with new market launches, market development and distributor appointments are made and Assessed 120% growth on cumulative sales value v/s Target.
- coordination and follow-up with the distributors to ensure that adequate stock of products is available to meet sales delivery schedules with superior level of service.
- Gather Reports and communicate with customer's feedback on service, technology and Product delivery.
- Participating in regular meetings with Distributors and salesman to review performance and make action Plan to Achieve 100% volume growth.
- Identifying and unlocking potential markets, as well as selecting wholesale distributors, are all part of the process of starting a new business in order to attain 100% volume growth.
- Develop and maintain strategic long-term trusting relationship with high volume clients to accomplish organic growth and long-term company objectives.
- Resolve customer's Complaints in an effective and Respectful way.
- Training and mentoring for new joiners in Branch office.
- Business analysis include developing and reviewing reports for deliverables such as category growth and distribution.
- Finding and unlocking prospective markets, as well as selecting wholesale distributors, are all part of new-business development.
- Directing a team of 30 Members that includes salespeople and provides on-the-job instruction in sales pitches, SFA use, and mentoring to Pursue given target.
- Franchisee management entails appointing and managing the organization's franchise outlets in Potential locations.
- Data mining entails analyzing the industry in order to plan competitive operations.
- Preparing sales plan and Managing sales men to Pursue the sales volume constantly

Education

Master of Business Administration

Marketing and Human Resources

University of Calicut

2016 –2018

Bachelor of Commerce

Finance and Taxation

University of Calicut

2013 –2016

Achievements

- Member of organizing committee for the Le Adventure, a National adventure meet hosted by District Promotion Tourism Council and LEAD College of Management.
- Team Leader at Leadography, an exclusive club to enhance creativity among students.
- Life skill development program –(2017) NASSCOM Certified.
- Undergone training in Logistics Management at Lead college of management during 2017.
- Awarded best performance in SFA USAGE 96% Growth during FY 2019–20.
- Awarded Best Performance in SFA USAGE 98% during FY 2021–22.
- Persuaded B2B Institutional selling skills training by AMA Ahmedabad Dec 2022.
- Assessed Corporate business etiquette and Personality Development Training BY AMA Ahmedabad.

Key Skills

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|--|--------------------------|
| • Food and Beverage Operations | • Adaptability |
| • Customer Relationship Management (CRM) | • Training & Development |
| • Analytical Skills | • Data mining |
| • Microsoft Office | • Retail Administration |
| • Leadership | • Sales aptitude |
| • Sales Management | • Process Implementation |
| | • FMCG–Horeca |

