



MOHAMMED NIYAS

KEY ACCOUNT EXECUTIVE

My Contact

✉ tcmnias@gmail.com

☎ +971 561242757

📍 Dubai, UAE

🌐 mohammed-niyas-47914a120

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

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

