

Mobina Farzaneh

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UAE residence valid till 2025. | Driving license: valid till 2026.



Life Philosophy:

"In challenges, we uncover endless possibilities."

Professional Objective:

With 15+ years in the FMCG industry, I excel in sales, trade marketing, customer relations, key account management, and problem-solving. My mission is to apply this expertise in executing strategic business plans, nurturing long-term client partnerships, and leading high-performance sales teams. Passionate about delivering outstanding results, my goal is to drive growth, expansion, and profitability in this dynamic sector.

Education

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| MS | Tehran Central Azad University, English Teaching | 2017 |
| BS | International Imam Khomeini university, English Translation | 2011 |
| Certified | Tehran University, International business trade | 2011 |

Soft Skills:

- Adaptability
- Team Player
- Solution-oriented mindset
- Agile decision-maker
- Leadership in team collaboration

Technical Skills:

- Objective setting and KPI monitoring
- Strategic growth planning for revenue optimization
- Developing Sales and marketing strategy across multiple channels
- Efficient execution and implementation of strategies
- Business plan and product development for new channels or markets
- Key account management at the corporate level

Professional Service

Metropolic Paper industry - Subsidiary of Ittihad International Investment
FMCG "Manufacturer & Distribution" in Tissue Paper industry

Oct 2022 – Jan 2024 / UAE, Dubai
Position: Sales Manager **Report To:** Managing Director.

Scope of work: Handling Sales for Corporate Account in "Retail, Horeca, Export, Private label and facility management companies.

Achievements & Key Result Areas:

- Achieved 25% of the company's total revenue.
- Increased net profit by 2% on the existing BDA.
- Reduced operational costs by 10% through effective P&L management and value chain analysis, restructuring certain items within the portfolio, and renegotiating points of delivery to clients.
- Utilized analytical skills for accurate forecasting and strategic planning.
- Opened new accounts, leading to a 12% increase in total annual revenue, maximizing the company's production capacity.

Coca-Cola Company
FMCG "Manufacturer & Distribution" in beverages, water & energy drinks.

Nov 2020- May 2022 / UAE, Dubai, ABU DHABI
Position: Sales Manager **Report To:** Head of MT.

Scope of work: General Trade then Modern Trade for accounts such as Carrefour, Lulu, Spinneys, Waitrose, Nesto, Almayra, Westzone, Union Coop, AUH Coop, and E-commerce accounts: Talabat, Noon, Amazon, as well as PFM Channel Eppco-Emirate, ADNOC."

Achievements & Key Result Areas:

- Achieved 42% of sales-target revenue through modern trade channels on a monthly basis.
- Served as a model leader for a team of 52 subordinates.
- Consistently maintained the RED "Right Execution Daily" KPI across all accounts, ensuring recognition as a GOLD performer achiever.

Signature Snacks & Subsidiaries

FMCG "Manufacturer & Distribution" Mainly Food confectionary items.

June 2015-Sep 2020/ UAE, Dubai**Position:** Country Manager **Report To:** Managing Director.**Scope of work:** Horeca , Food Service , QSR ,Modern Trade, convenience store, General Trade & Export to Africa , GCC , CIS and elsewhere.**Achievements & Key Result Areas:**

- **Leadership & Management:**
 - Oversaw sales, operations, execution, supply chain, and importation functions as a key team member.
 - Achieved significant sales growth, increasing monthly revenue from \$2 million to \$5 million.
- **Financial Performance:**
 - Managed P&L, net profit, gross profit, operational costs, total revenue, targets, and budgets.
 - Improved net profit through product rationalization strategies, optimizing supplier lines, and reducing GRV from 18% to 7% in MT & GT accounts.
 - Reduced operational costs by optimizing distribution routes.
 - Increased revenue by over 50% through vertical expansion, adding appropriate SKUs for current customers.
- **Market Expansion & Strategy:**
 - Opened new sales channels and launched various marketing campaigns to boost sales volume.
 - Expanded horizontally into QSR, food service channels, HORECA, and fine dining restaurants.
- **Route to Market (RTM):**
 - Established and executed RTM strategies based on market potential and size.
- **Supplier & Distributor Relations:**
 - Re-established and strengthened relationships with suppliers, distributors, and sub-distributors in overseas markets.
- **Market Research & Analysis:**
 - Conducted market research and analyzed data on consumer attitudes across different countries and channels.
- **Competitor Analysis:**
 - Monitored competitor strategies, performed benchmarking, and adjusted sales and marketing strategies to meet market demand and respond to competitor presence.

Fine Hygienic Holding

FMCG "Manufacturer & Distribution" In Tissue, Diaper & hygienic products.

Oct 2013 – June 2015/UAE,GCC,CIS & Iran**Position:** Export Section Head **Report To** Export Director.**Scope of work:** Export to international "niche markets" and build brand awareness.**Achievements & Key Result Areas:** "Opening new market and assign distributors where the FINE brand had no prior awareness."

- **Market Research & Analysis:**
 - Conducted market research to identify opportunities in target countries, including CIS. Successfully opened markets in 7 countries.
 - Analyzed markets by studying trends, attending exhibitions, and negotiating with trading and distribution companies to assess market potential for startups.
 - Prepared detailed market analyses to understand market segmentation, product positioning, and competitor strategies in terms of quality and price.
 - Coordinated exports from various fine manufacturers to different countries to improve and increase net profit.
- **Business Planning & Product Launch:**
 - Established new business plans based on consumer demand and market needs.
 - Selected products tailored to target market demands and proposed plans for either startups or competitor acquisitions.
 - Assigned distributors, trained teams, and agreed on Business Development Agreements (BDAs), value chains, and launch strategies. Successfully signed 7 BDAs.

HAYAT Holding

FMCG "Manufacturer & Distribution" In Tissue, Diaper & hygienic products.

July 2012 – Oct 2013/ Iran**Position:** Assistant Manager **Report To** Supply Chain Director.

HAYAT is an international group of companies having 21 production facilities in 8 countries around the world in hygienic, cellulose ,chemical, food items.

Borna Payvand Alvand Subsidiary of Amir Mansoor Holding group of companies

FMCG "Trading & Distribution" In Food &Non-Food.

Oct 2008 – July 2012/ Iran**Position:** Purchasing Manager **Report To** General Manager.**Max Carrier PTV LTD**

Telecommunication Company: Australian branch Internet Service Provider. "ISP"

Oct 2000– Sep 2008/ Iran**Position:** Sales Executive **Report To** Technical Manager.