

NASER IMRAN

Key Account Manager

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SUMMARY

13 years of work experience in sales and marketing in Modern trade and traditional trade sales after completion of an MBA in marketing Recent functions with Nada Dairy and Riyadh Foods KSA as Key Account Manager's international exposure.

EXPERIENCE

December 2013 To January 2024, 8 years and 1 month

NADA DAIRY. KAM/ASM Riyadh, Jeddah, Dammam, Saudi Arabia' www.nada.com.sa

- Manage overall marketing and sales with Key Clients with HORECA business for 20 fresh Vans and UHT 3 Vans, along with a team of 2 Merchandise supervisors and 3 key account supervisors.
- Allocate SMART targets by routes for average sales and prepare by editing the weekly forecasting plan by ABACUS (SAS) System Daily, a weekly and monthly analysis of enactment KPIs versus plans with targets.
- Control merchandisers by checking the route operation report with fresh and UHT follow-up, ensuring check collection and credit outstanding are collected in due time.
- Developing territory management by adding new key customers and also arranging visits in the existing sequence with the extension of any chain in Dammam and Khobar City.
- Prepare each sale and merchandiser's team of each account to implement the agreed shelf and off-shelf displays in the seasonable events. (Ramadhan, Back to School with Promotion)
- Building long-term business relationships with customers. Injecting NADA's point-of-sale materials (coolers, stands, etc).

February 2010 To December 2013, 3 years, and 11 months

RIYADHFOOD Sales and Marketing Supervisor Saudi Arabia www.rivadhfoods.com

- Spearheading the responsibility of approving overall Promotions and Offers for Key Accounts every week, especially for www.othaimmarkets.com
- Involvement in advertising contracts to implement the overall marketing and Sales plan.
- Ensure that all sales representative activities follow the guidelines for tracking sales figures and updating sales reports daily and weekly.
- Do Market research then analyze to add a new product line for Key Accounts.

ING Vysya Life Insurance, Business Development Executive, Gulbarga, INDIA

March 2008 To March 2009, 1 Year

- Achieve sales targets as assigned by the company month-to-month basis.
- Meeting the customers for insurance appointments in the course of daily activities.
- Ensure that reports are maintained and updated regularly on the lead Management System.
- Ensure that a comprehensive financial need analysis of customers is done, and provide insurance solutions based on the analysis.

EDUCATION

Master of Business Administration in Sales & Marketing 2006 to 2008

ICFAI Institute of Chartered Financial Analysts of India University, Dehradun (India)

Bachelor of Commerce 2003 to 2006

Gulbarga University, Kalaburagi (India) www.gug.ac.i

COMPETENCIES

- Ability to take ownership of issues and to work alone with little or no supervision.
- Managing Large Accounts Forcaser with End-to-End and Maintaining a competitive position.

AREA OF EXPERTISE

Traditional and Modern Trade, Relationship Management, Promotions and Offers Contract Negotiation, Research, and Analyses.

KEY SKILLS

Nurturing Relationships, Leadership, Problem-Solving, Multi Organization Skills, working Under Pressure, Negotiation Sales Skills.

ACHIEVEMENTS

- Promotion to Key Account Manager after completion of one year with targets achieved.
- Worked on a Special Project in Ramadhan 2015 (Key Client, Saudi Catering).
- Riyadh Food Initiative Overall Promotion Plan Implementation in Key Accounts in 2012.
- Honoured by the Certificate of Al-Othaim Training & Development Authority KSA in 2013.

COMPUTER SKILLS

Microsoft Office, Abacus & SAS (Nadadairy), Social Marketing, SAP basic & ERP Software.

LANGUAGES – English fluent, Arabic fluent, Hindi, Urdu, and Kannada Native.

PERSONAL INFORMATION

Nationality – Indian

Driving Licence – India and Saudi Arabia

Marital Status – Married Two Kids

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MOHAMMAD NASER IMRAN