|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  **NAZRUL ABDIN****Contact*** nazrulabdin@gmail.com

+974 33596455  **Core Competencies*** Sales Strategy Planning
* Trade & Consumer Marketing
* Key Account Management
* Channel & Distribution Partnerships
* ATL/BTL Activities
* Brand Activation
* Product Launch & Promotion
* Market & Competitor Intelligence
* Team Building & Leadership

**Soft Skills**

|  |  |
| --- | --- |
| * Change Agent
 |  |
| * Collaborator
 |  |
| * Communicator
 |  |
| * Planner
 |  |
| * Thinker
 |  |
| * Innovator
 |  |

**IT Skills*** MS Office
* ERP, SAP & PeopleSoft
 | Profile Summary Expertise in blending creative intellect / insight and sharp planning skills for managing business operations and meeting top / bottom-line objectivesAcknowledged for strengthening companies to lead in highly competitive markets and delivering innovative sales concepts & strategies in FMCG sector* Energetic & Enthusiastic Sales Leader with **nearly 24 years** of experience in **Sales & Marketing, Channel Sales, Key Account Management, Distributor Management, New Product Launch & Promotion and Team Management** with key focus on profitability and optimal resource utilization
* Experienced in managing **FMCG sales & marketing across food (Fresh, frozen & non-frozen) & non-food products** **in Qatar, Bahrain, Kenya, Dubai UAE & Delhi India**
* Merit of generating business for renowned brands like **Bisleri Mineral Water, Dabur (healthcare products), Al Islami, Heinz, Himalaya Herbal, Pears, Nana, Britannia, Hitchler, Camel Nuts, Chupa Chup, Rayyan Mineral Water and Dandy.**
* Excellence in **product launch and promotion**, opening new markets through distributor & trading model; established **distributor network in Bahrain & Kuwait and trade model in Oman & KSA**
* Thorough understanding in **brand building** all forms of brand communication, growing brands sales & consumer franchise & managing professional associates
* Expertise in heading the **Profit Centric Operations** along with managing strategic relationships, market analysis & expansion, competency development and GTM
* Capabilities in all aspects of **key account management** including segmentation, product positioning & sales cycle management; offering extensive support with key focus on customer retention/satisfaction for continued business opportunities
* **Team-based management style** coupled with a zeal to drive visions into reality and achieve the same through mentoring, training and career planning of team members

**Education*** MBA (Marketing & Personnel Management) from Jaipuria Institute of Management, Lucknow, India in 1999
* B.A. from Aligarh Muslim University, India in 1995

**Notable Accomplishments Across The Career****Doha National Food Industry*** Responsible for Over all sale of DNFI products.

**Dandy Company Limited*** Responsible for Export business as well for HORECA Chanel.
* Started export in Kuwait, Sierra Leone, Djibouti, Seychelles, Yemen, Pakistan, KSA.
* 25% growth vs Year 2021 in Year 2022 in HORECA Channel.

**Rayyan Mineral Water Company** * Played a vital role in increasing the total turnover by 42% in less than 1 year for export market.
* Increased distribution in different trade channels both horizontally and vertically
* Established distributor model in Bahrain and Kuwait and trade model of direct distribution in Oman and KSA.

**Abdul Latif Al Aujan*** Attained growth of 52 % on Britannia 26 % on Camel Nuts
* Strategized the display of Chupa Chup & Hitchler on Carrefour, Jazira Super Market and Waitrose.
 |
|  | **Organizational Experience****Since May 2023****Doha National Food Industry, Doha, Qatar** ManagingAll Channels Brand : Delmonte Fresh.Role: Sales Manager * Spearheading **Business Development, P&L Management, Strategy Planning, Marketing,** Sales & Distribution and Supply Chain across Qatar.
* Build good customer relation of self & the team to ensure customer satisfaction, which helps in maintaining existing customers.
* Responsible for customer account managing.
* Analysed PNL and Sales revenue from individual customers and for the department.
* Maintains records of contracts, marketing activities, pricings, etc.
* Adheres to all company policies, procedures and Code of Business Conduct and ensures that they are communicated and implemented within the team.

**Previous Experience****Jul’18 to May 2023****Dandy Company Limited, Doha, Qatar** **Manager –Export & HORECA**Managing Export market and Food Services for Dandy products**Brand**: Dandy Ice cream and Dairy and Beverage products.**Role Export Manager** * Spearheading **Business Development, P&L Management, Strategy Planning, Marketing,** Sales & Distribution and Supply Chain across different channel.
* Managing Distributor on the country exporting.
* Seeking new business opportunities as well as maintaining and supporting existing activities.
* Preparation of value chain for export market in coordination with finance department.
* Responsible for customer account managing and export sales activities.
* Developing short and long-term forecasts, budgets, strategies, and marketing programs required to meet sales objectives.
* Establish and maintain effective working relation with different internal and external department.
* Study and analysis of foreign markets and represent company in foreign exhibitions.
* Communicate with export related customers and suppliers, in all relevant territories and countries, as necessary to efficient, positive and lawful relations, support and activities.
* Monitor, record, analyse and report on activities, trends and results relating to export market information
* Ensure preparation of accurate monthly reports to the related departments.

**Role : HORECA Manager*** Responsible for developing Business Plan & Sales strategy for the department to achieve growth in Market share, Volume & revenue.
* Build good customer relation of self & the team to ensure customer satisfaction, which helps in maintaining existing customers.
* Periodical reviews of Volume/performance with customers, give feedback on the achievement of volume targets set in the contracts and discuss collaborative solutions to achieve growth.
* Signing new accounts, by watching the market closely and by engaging sales team in this process. Ensuring all Tender should be analysed and submitted on time.
* Lead sales team by conducting regular coaching and feedback to build motivation and selling skills.
* Responsible for the recruiting & developing an efficient sales team by setting KRAs, monitoring and training them to achieve career growth.
* Regular meeting with Sales team to get market feedback and take steps to improve on gaps.
* Conducts one-on-one review with all Supervisors / Salesmen to build more effective communications
* Assist Supervisor to clear payment disputes, marketing budgets, credit notes etc., with finance & customers, to ensure smooth operation.
* Analysed PNL and Sales revenue from individual customers and for the department.
* Analysing competition market scenario, market behavior pattern & reporting the same to senior management to develop action plans.
* Find innovative solutions to meet customer requirements and achieve company’s goals.
* Maintains records of contracts, marketing activities, pricings, etc.
* Adheres to all company policies, procedures and Code of Business Conduct and ensures that they are communicated and implemented within the team.

**Mar’ 13 to Jun’ 18** **Rayyan Mineral Water Company, Doha, Qatar** **Growth Path****Apr’16 to June 2018 as Manager - Export & New Product Development** **Mar’13 to Apr’16 as Sales Manager** Was Managing **Key account, HORECA and down Trade channel**.**Brand**: Rayyan Mineral Water**Role** * Spearheading **Business Development, P&L Management, Strategy Planning, Marketing,** Sales & Distribution and Supply Chain across Oman, Bahrain, UAE, & K.S A
* Identifying, on-boarding and managing relations with business alliances & **trade partners** for business expansion and territory growth
* Formulating & implementing **financial & operational budgets** and reviewing **sales performance** to highlight the variations in bottom line performance vs. budget
* Developing the **sales plan, product launches & campaigns, special offers and monthly promotional schemes**
* Devising A**&P, sales budget a**ligned with organic, market activation, promotion, new product, new stores, additional space/secondary displays, exclusive events for stores & local/ tactical promotion
* Building productive, professional relationships with personnel in key accounts to achieve customer satisfaction and retention; creating price proposals and lead negotiations for deal closure
* Conducting **market study t**o analyse the **latest market trends & track competitor activities** as well as providing valuable inputs
* **Recruiting & training the team** to ensure high efficiency, creating & sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst the team

**Aug’12 – Feb’13****Abdul Latif Al Aujan, Bahrain as Business Development Manager****Brands**: Britannia, Chupa Chup, Camel Nuts, Hitchler**Role*** Administered the stock & sales analysis, inventory management, A&P planning, vertical & horizontal distribution and damage reduction by streamlining supply chain management
* Forecasted sales figures, assessed potential SKU, developed brand, conducted promotions & pricing alongside
* Devised the channel promotional calendar in coordination with key accounts
* Led BTL campaigns, evaluated product sales, promotions using market intelligence
* Coordinated with Sales & Merchandising Team to execute and implement the marketing plans

 **Mar’09 – Jul’12****J H Ruyyan Co. WLL, Bahrain as Brand Manager****Brands**: Himalaya Herbal, Pears, Kwik, Nana, * Managed the complete portfolio of brands including brand positioning, price positioning, launch and BTL campaigns
* Maintained double digit growth in Face Care & Hair Care Category
* Achieved consistent growth rate of 40% for Bahrain 2007 vs 2006 and 44% 2008 vs 2009
* Organized several sales promotional campaigns such as Beauty Events, Mother and Baby Show
* Strategically placed a category unit in Ruyan Pharmacy and display unit in Geant and Carrefour Hyper Market
* Implemented Light Box in Geant and Lebanon Trade
* Launched & re-launched SKUs like Shampoo, Body Lotion and Face Care; re-launched face care category of Himalaya

**Aug’05 – Feb’09****Jacky’s Kenya Limited, Nairobi, Kenya as Assistant Manager- Sales** * Forecasted sales, conducted market analysis and managed sales operations with the team of 60 members
* Initiated sales operation in UP Country Area and appointed sub-distributor in Mombasa Area
* Sustained double digit growth on last year turnover
* Launched brands in Kenya Market like Parachute, Vicinzi and Indomie Noodles

**Feb’04 – Jul’05****Dubai Cooperative Society, UAE as Key Account Manager** * Worked on key accounts, profitability management, ATL/BTL promotion, Account ROI and resource management
* Recognized with Employee of the Month Award in Aug’04
* Managed high net worth key accounts like Lulu, Emirates Cooperative
* Increased the growth up to 30% from previous year

**Aug’02 – Jan’04****Bisleri International Pvt. Ltd., city, India as Area Sales Manager** * Drove sales & marketing, institutional sales, distributors, display, consumer complaints across the assigned territory

**Sep’01-Aug’02****Dabur India Limited, city, India as Sales Officer*** Steered primary & secondary sales, channel management and launched the products
* Received Best Performer Award
* Attained 20% YOY growth

**Aug’99-Aug’01****Bisleri International Pvt. Ltd., city, India as Sales Executive** **Certification*** NCC “A” Certificate
* Combined Annual Training Camp Certificate of NCC
* Certificate in Photographic Technology with specialization in Black & White, Still Photography

**Personal Affiliation*** Member of AMUAAB
 |
| **Personal Details :-** **Date of Birth:** 10th January 1974**Languages Known:** English**Address:** Mishaf, Al Wakra, Qatar**Nationality**: Indian**Passport Number**: Z4761867 valid up to 29 October 2029**Driving License**: Qatar, UAE, & Bahrain**Marital Status**: Married**No. of Dependents:** 5**VISA Status:** Employment Visa |