|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 objectives  Acknowledged 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 | | |