

## Professional Summary

Polished and detail-oriented Sales and Marketing professional with 20 years of experience leading qualified sales teams in achieving extraordinary success across Indian and Middle East markets.

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## Professional Experience

### **Qualpro Distribution LLC, Dubai, UAE** \ Key Account Manager | Nov 2010 – Oct 2021

- Led a team of merchandisers across multiple retail accounts.
- Managed key accounts including EMKE (Lulu) Group, Spinney's, Waitrose, Aswaaq Retail, Choithram, Urban Food.
- Oversaw wholesale markets and selected stores such as Geant Fucom, Emirates Cooperative Society, West Zone Supermarket, Al Maya Group.
- Tracked competitor activities and identified growth opportunities.
- Managed revenue, ensured business margins, and negotiated agreements.

### **Gulf Trading and Refrigerating Company, Dubai, UAE** \ Sales Executive | Mar 2008 – Sep 2010

- Handled key accounts including Carrefour, Hyper Panda, Geant (Fucom), Spinney's, and Aswaaq Group.
- Ensured product availability and visibility in assigned outlets.
- Collaborated with merchandisers to improve product placement.
- Managed customer relations and tracked competitor activities.
- Ensured timely order dispatch and coordinated new product listings.

### **Dubai Refreshment (Pepsi), Dubai, UAE** \ Sales Executive | Nov 2004 – Dec 2007

- Increased product volume and executed promotional campaigns.
- Maintained proper product display in assigned shops.

### **Pepsi Cola, India** \ Sales Supervisor | Dec 2002 – Oct 2004

- Supervised distribution markets and maintained sales records.
  - Promoted company products in the assigned region.
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## Education

**Mumbai University** \ Appeared B.Com, KJ Somaiya College of Arts and Commerce

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## Certifications & Training

- Management Executive Training – Institute of Canada

- Sales Application Training
  - Key Account Management (KAM) Strategies
  - Supply Chain Management
  - Brand Custodian Program
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## **Skills**

**Functional:** Distribution, B2B Sales, Business Development, Trade Agreement Negotiation, Customer Relationship Management  
**Behavioral:** Team Leadership, Crisis Management, Effective Communication

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## **Recognition**

- Employee of the Month, Pepsi Dubai
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## **Driving License**

- Valid UAE driving license 2 & 4 Wheeler.
  - Valid Indian 2-wheeler and 4-wheeler driving licenses
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## **Visa Status**

- Visit Visa
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