

PARESH DAVE

Sales and Channel Professional

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SUMMARY

Polished and detail-oriented Sales and Marketing professional with 20 years of experience leading qualified sales teams in achieving extraordinary success in healthy and diverse work environments. Worked in the Indian and Middle East markets

EXPERIENCE

Qualpro Distribution LLC, Dubai, UAE

November 2010 – October 2021, Reporting to Key Account Manager

- Leading a team of merchandisers
- KAM for EMKE (Lulu) group, Spinney's, Waitrose, Aswaaq Retail, Choithram, Urban Food..
- Whole Sale Market (Aweer Fruits and Veg.), Geant Fucom Group, Emirates Cooperative Society, Selected Stores like West Zone Supermarket, United Hypermarket, Al Maya Group etc.
- Tracking records of the competitor's activities.
- Looking for new opportunity to improve business by opening new customer.
- Revenue Management, securing business margins
- Negotiating business agreements

Gulf Trading and Refrigerating Company (Gulf Co), Dubai, UAE

March 2008 – September 2010, Reporting to National Sales Manager

- Handled Top Key Account Outlets in Dubai like: Carrefour, Hyper Panda, Geant (Fucom), Spinney's and Aswaaq Group.
- Ensure availability and visibility of the total listed products in the assigned outlets.
- Coordinating with the Merchandiser to increase the product visibility.
- Relationship management with the section in charge of the outlet.
- Daily follow up of received orders and dispatching it on time to the customers.
- Tracking competitor's activities.
- Follow up of new product listing and key account agreements.
- Timely communication with the manager to improve sales and visibility.

Dubai Refreshment (Pepsi), Dubai, UAE

November 2004 – December 2007

- Increasing the product volume in the assigned territory.
- Making attractive promotions.
- Proper product display in the shops assigned.

Pepsi Cola, India

December 2002 until October 2004

- Supervising the distribution markets.
- Maintaining the records of purchasing and sales by distributors.
- Promoting all the company's products in the markets.

EDUCATION

Appeared B Com, Mumbai University,
KJ Somaiya College of Art and
Commerce

CERTIFICATIONS & TRAINING

- Management Executive Training
Institute of Canada
- Sales Application Training
- KAM Strategies
- Supply chain Management
- Brand Custodian

RECOGNITION

- Employee of the month, Pepsi,
Dubai

FUNCTIONAL SKILLS

- Distribution
- B2B Sales
- Business Development
- Negotiating Trade Agreements
- Customer Relationship
Management

BEHAVIOURAL CAPABILITIES

- Team Leadership
- Crisis Management
- Effective Communication

DRIVING LICENSE

- Holding Valid 2-wheeler
Indian driving license.
- Holding Valid 4-wheeler
Indian driving license.

VISA STATUS :- VISIT VISA

