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| **PRASANTH BARLA**  **+234-9069-538-591/ +234-9099-203-682 (Nigeria)**   **prasanthbarla007@gmail.com**  |
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| **A versatile leader** offering **over 10 years of experience**, accustomed to proven **technical and management skills;** targeting strategic-level job roles in **Sales & Operations/ Supply Chain Management** with an esteemed organization in **Nigeria**  |

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| **Core Competencies**Strategic Planning & Leadership Business Development Strategies  Brand Marketing  Customer Relationship Management  Product Development & Management Supply Chain Management Inventory Optimization  Logistics Coordination  Retail Operations Management  Warehouse Management  Cost Optimization **Soft Skills**Communicator

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| Change AgentCollaboratorPlannerThinkerInnovator |

**Education****Bachelors in Commerce & Business Management** fromUtkal University, Orissa, India**Technical Skills****Microsoft Office Suite:** Word, Excel, PowerPoint Presentation**Certifications*** 6-day Warehouse Management Program
* Fire Training
* On-the-Job Training by SONSA Industries
* Food Security Program
* HACCP (Hazard Analysis Critical Control Point) Program
* Mock Recall Program
* Self-Audit Program
* Crisis Management Program
* Goods Distribution Program (GDP)
* Product Security Program
* Sanitation Program

**Personal Details** * **Date of Birth:** 28th July 1991
* **Nationality:** Indian
* **Languages Known:** English
* **Marital Status:** Single
* **Passport Details:** Z7170814
* **Address:** Nigeria
 | **Profile Summary** * **Accomplished leader** with progressive experience in **Sales & Operations, Business Development, and Supply Chain Management** acrossthe **FMCG sector,** particularly in **dairy and fresh products, within Nigeria's dynamic market.**
* Proven track record of driving sales growth and exceeding targets through strategic **client relationship management, team leadership, and development of strategic partnerships.**
* Showcasing proficiency in **optimizing supply chain operations, upholding ideal temperature standards, and guaranteeing nationwide on-time delivery of goods** to elevatewarehouse productivity and teamwork dynamics through outstanding communication skills.
* Highly skilled in **developing effective strategies to restock supermarket shelves, streamline liquidation procedures, and maximize sales potential** while reducing logistics costs.
* Notable success in **formulating innovative supply strategies, launching impactful brand awareness initiatives, and reducing the occurrence of expired product returns.**
* Proficient in **leveraging technology adoption and software applications** to enhance operational effectiveness and streamline daily business processes.
* Renowned for **optimizing distribution and logistics processes to ensure timely and cost-effective delivery of goods,** while maintaining high product quality standards and meeting customer expectations.
* Expertise in **balancing stock levels to prevent stockouts, enhancing brand image and marketing initiatives,** and leveraging technology/software adoption for **improved operational efficiency and performance.**
* Committed to adhering to local and international regulations to mitigate legal risks and uphold a positive corporate image, while **evaluating competitors and implementing innovative cost-cutting measures in logistics operations.**
* **Skilled revenue and growth strategist**, excelling in identifying and cultivating strategic partnerships, **ensuring partner satisfaction and exceeding YOY revenue goals** through effective training, support, and policy adherence.
* Acknowledged for **leading and inspiring cross-cultural teams towards growth and success,** fostering compelling vision of the future through coaching.

**Work Experience** **September 2015 – Present | Deli-Frost Caterers Nigeria Ltd, Nigeria****Growth Path:****Since August 2020 as Sales & Operations Manager (Frozen Foods)****Key Result Areas:*** Spearheading the management of Horecca and Retail channels, orchestrating operations across 9 states with precision in supply chain management.
* Commanding a high-performing team of 30 merchandisers, 8 sales representatives, 2 assistant logistic supervisors, 2 inventory leads, and 2 invoicing specialists.
* Proactively addressing customer needs, orchestrating seamless order placements, and ensuring swift and accurate product deliveries.
* Strategically implementing initiatives to replenish supermarket stocks and orchestrating the efficient liquidation of close-to-expiry products in Horeca outlets.
* Regularly conducting strategic upcountry customer visits, fortifying relationships and capitalizing on lucrative sales opportunities.
* Devising and executing robust plans to accelerate customer payments, bolstering cash flow management and financial stability.
* Formulating and executing competitive supply strategies tailored for the dynamic Horeca sector, consistently surpassing industry benchmarks.
* Spearheading impactful brand awareness campaigns, including captivating tasting sampling events, to successfully introduce and promote new products within supermarket chains.
* Diligently minimizing returns of expired products from the market, optimizing product shelf life and ensuring maximum profitability.

**September 2015 – August 2020 as Operation Manager (Frozen Foods)****Key Result Areas:*** Served as the Operation Manager for a prominent FMCG dairy and fresh products company, overseeing operations nationwide with branches in Lagos, Abuja, and Port-Harcourt.
* Steered efforts to **achieve impressive scores of 80% and 87% in consecutive years for the YUM brand international KFC audits** conducted at the Lagos branch.
* Managed a diverse team of 110 local staff members, comprising both Nigerians and Indians, responsible for the seamless execution of receipt and dispatch operations, ensuring efficient supply chain management.
* Spearheaded the nationwide distribution of frozen foods, meticulously maintaining an exemplary cold chain supply to ensure product integrity.
* Directed operations within the retail segment, coordinated stock distribution to various channels including Modern Trade, Supermarkets, and Horeca outlets, optimizing inventory management practices for maximum efficiency.
* Ensured continuous replenishment of stock in accordance with agreed sales targets, strategized supermarket stock replenishment, and managed liquidation of close-to-expiry products in Horeca outlets.
* Strategically planned and executed the loading of multiple trucks, meticulously scheduled routes to guarantee timely delivery and customer satisfaction, handled upcountry truck scheduling to ensure efficient delivery.
* Managed petty cash operations for the Abuja branch, exercised meticulous financial control and accountability.
* Leveraged software systems such as Navision and Business Central to streamline day-to-day company operations and enhance productivity, managed companies' assets with all the documentation.
* Implemented rigorous quality control measures for each product, maintained comprehensive records to facilitate audit compliance and uphold product standards, successfully obtained HACCP certification from the Lagos State Ministry of Health.
* Developed and executed comprehensive delivery schedules nationwide, adapted plans to accommodate varying logistical challenges, tracked the consumption of diesel for each truck to optimize fuel efficiency.
* Cultivated strong relationships with local government authorities and regulatory bodies, ensured smooth operation compliance, and fostered collaborative partnerships.

**2013 – 2015 | Sonsa Industries Nigeria Limited (Dry Foods), Nigeria | Warehouse Manager****Key Result Areas:*** Managed the Lagos warehouse for a duration of 2 years, supervising a warehouse team consisting of 50 local staff members, overseeing both receipt and dispatch operations.
* Identified and brought attention to non-moveable inventory items to management, ensuring availability of space for incoming fresh goods.
* Successfully managed inventory for 50 SKUs, displaying adept management of a diverse range of products.
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