

# RODEL B. PASCUAL

COMMERCIAL MANAGER - TEXTILE DEPARTMENT

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Al Safa Building, Al Riqqa, Deira, Dubai UAE

**Proven Leadership in Hypermarket Operations:** Over 14 years of experience in managing high-volume retail environments, with a demonstrated ability to lead teams, optimize processes, and achieve business objectives in hypermarket operations.

## Education

- Bachelor of Science in Marine Transportation from Midway Maritime Institute, Philippines in 1997

## Core Competencies

Retail Operations Management

Strategic Sourcing

Procurement

Vendor Relationship

Visual Merchandising

Sales Growth Strategies

Quality Assurance Processes

Inventory Optimization

E-commerce Platforms

Demand Forecasting

Procurement Management

## Profile Summary

- ⊕ **Sourcing and Procurement:** Skilled in developing and executing sourcing strategies that reduce costs, improve product quality, and ensure optimal stock levels, with a track record of cultivating profitable supplier relationships and implementing cost-saving procurement practices.
- ⊕ **Inventory and Stock Management Excellence:** Expertise in inventory management, including stock replenishment, control of out-of-stock situations, and strategies to minimize overstocking, ensuring smooth operations and high sales performance.
- ⊕ **Strategic Merchandising and Visual Standards:** Adept at implementing effective planograms and merchandising strategies to drive sales, enhance customer experience, and uphold the store's brand image while ensuring accurate execution of in-store visual standards.
- ⊕ **Data-Driven Decision Making:** Strong analytical skills in sourcing optimization, with a focus on utilizing key functional metrics to reduce expenses, improve procurement effectiveness, and enhance overall operational efficiency.
- ⊕ **Customer-Centric Approach:** Committed to delivering exceptional customer service by training teams to ensure high standards and maintaining a deep understanding of consumer trends to enhance customer satisfaction and drive sales.
- ⊕ **Collaboration Across Functions:** Proven success in collaborating with cross-functional teams, including sales, marketing, and internal stakeholders, to align sourcing and merchandising strategies with broader business goals and enhance profitability.
- ⊕ **Vendor Relationship Management:** Extensive experience in identifying and developing strong partnerships with suppliers and vendors, focusing on long-term cost savings, quality improvement, and risk management.
- ⊕ **Problem Solving and Quality Control:** Hands-on experience in overseeing quality control processes, managing supplier audits, and taking corrective actions to resolve issues, ensuring the best quality products for customers.

## Growth Path

2010 - 20

Team Leader  
- Textile  
Department

2020 - 21

Associate  
Manager-  
Textile  
Department

2021 - 24

Commercial  
Manager -  
Textile  
Department

## Work Experience

**2021 - 24 | Majid Al Futtaim Hypermarket- Carrefour, Dubai | Commercial Manager - Textile Department**

**Key Result Areas:**

- ⊕ **Strategic Sourcing & Stock Management:** Lead the development and execution of efficient sourcing strategies, ensured optimal inventory levels and aligned sourcing activities with the company's goals to minimize stockouts and overstocking.
- ⊕ **Market Research & Supplier Innovation:** Researched and identified emerging products and innovative suppliers that offer potential cost savings or quality improvements.
- ⊕ **Cost-effective Procurement:** Analyzed purchasing data to identify areas for cost optimization, driving strategies that reduce procurement expenses while maintaining stock availability, thereby enhancing overall cost control and profitability.
- ⊕ **Vendor Relationship Development:** Build and nurtured long-term partnerships with profitable suppliers, fostering strong, mutually beneficial relationships that contribute to supply chain stability, cost reduction, and improved quality standards.

## Soft Skills

Analytical-Thinker



Collaborator



Communicator



Planner



Team Management



- ⊕ **Risk Management & Supplier Evaluation:** Developed comprehensive risk evaluation frameworks for existing and future supplier contracts, ensuring that suppliers meet performance standards and reducing exposure to supply chain disruptions.
- ⊕ **Sourcing Process Optimization:** Implemented sourcing optimization initiatives by analyzing key performance metrics, driving continuous improvement in procurement processes, and aligning sourcing strategies.
- ⊕ **Supplier Quality Assurance & Compliance:** Enforced stringent quality control measures through regular supplier audits, communication, and collaboration with suppliers to ensure the highest quality standards.
- ⊕ **Cross-Functional Coordination & Stakeholder Communication:** Establish effective communication channels with internal stakeholders, including Sales Development, to understand market demand and retail needs.

### 2020 – 21| Associate Manager- Textile Department

#### Key Result Areas:

- ⊕ **Planogram Execution & Merchandising:** Collaborated with the store team to ensure planograms are executed flawlessly, enhancing customer experience and boosting sales.
- ⊕ **Vendor Relationships & Inventory Management:** Build strong vendor partnerships for timely deliveries and manage inventory to maintain accurate stock levels.
- ⊕ **Demand Forecasting & Merchandise Planning:** Worked with merchants to forecast trends and align merchandise plans with sales forecasts.
- ⊕ **Buying & Budget Management:** Lead the development of buying plans and budgets, aligning procurement strategies with business objectives and ensuring smooth order fulfillment.
- ⊕ **Promotions & Visual Merchandising:** Managed in-store visual merchandising, positioning key products in high-traffic areas to drive sales and reinforce the brand image.
- ⊕ **Collaboration for Growth:** Collaborated with Replenishment, Marketing, and Merchandising teams to implement strategies that boost revenue, enhance store branding, and improve customer engagement.

### 2010 – 20| Team Leader - Textile Department

#### Key Result Areas:

- ⊕ **Pricing & Commercial Policy Implementation:** Oversaw and implemented the store's pricing strategy in line with the commercial policy, ensuring consistent pricing across product assortments to reinforce the store's market position and value perception.
- ⊕ **Supplier Negotiations & Promotions:** Collaborated with suppliers to negotiate internal promotions that enhance the section's discount image, driving customer engagement and sales while maintaining brand integrity.
- ⊕ **Customer Experience & NPS Monitoring:** Monitored the Net Promoter Score (NPS) for the section and proactively address areas for improvement, ensuring high customer satisfaction and fostering a positive shopping experience.
- ⊕ **Stock Management & Replenishment:** Ensured efficient stock management through regular reporting, controlling out-of-stock items, and overseeing stock replenishment and merchandise deliveries to maintain inventory accuracy and product availability.
- ⊕ **Sales Optimization & Product Lifespan Management:** Identified slow-moving items and take action to boost their sales before expiry, reducing stock depreciation and optimizing sales performance for all products in the section.
- ⊕ **Visual Merchandising & Customer Service:** Ensured proper implementation of planograms and displays with accurate pricing, while leading the team to deliver exceptional customer service, enhancing the store's reputation and driving sales.