

SANOOP. V. SADHANANDHAN

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Creative Goal Oriented having catalyst for lasting, significant Profits.

Top Performing, results-oriented, Indian National, skilled professional with an experience of over 16 years, including 9 years in UAE, with experience of managing sales, Marketing, Distribution, Merchandising and Logistics for established retail outlets, franchises and international brands. A result orientated professional with a proven ability to get results, generate revenue, improve service as well as reduce cost, strong communicator with a talent for reading people and demonstrate leadership, coaching, and management of sales teams. Proficiency in English, Hindi, Malayalam and Tamil gives an edge to handle different communities of people.

STRENGTHS

Sales Management	Team Management	Business Development	
Product Advertising	Customer Retention	Customer Relations	Margin Analysis
Promotion	Negotiating	Visual Display	Conflict Resolution
Merchandising	Analytical & Interpersonal Skills	Spotting Business Opportunities	Business Intelligence

OCCUPATIONAL CONTOUR

Sales Supervisor & B2B Sales 2024 March to Present

Calicut Eastern General Trading L.L.C, Dubai Industrial Area
Leading importers and traders of flour rice, oil, Frozen foods etc.



- Customer partner, fostering lasting business relationships underscored by trust earned through consistent delivery on promises and superior accountability
- Instrumental team member in driving change, positioning company to exploit market opportunities for the long haul by leveraging strategies in market expansion & revenue growth, emerging stronger post-turnaround initiative
- Cool headed and able to deal calmly and patiently with angry or irritable customers. Ability to remain calm under pressure whilst working in a target driven and pressurized environment
- Fostered Business Development growth with the acquisition of new accounts and maintaining the current customer base
- Deft in evaluating, strategizing and making recommendations to higher Management. Designed synchronization plans, aligning network management practices with enterprise-wide business mission and vision
- Strong interpersonal skills, effective calibration with Management, coworkers and clients, with ability to build a positive and cohesive work environment
- Efficient in implementing new techniques and incentive offer schemes for the dealers / distributors to boost up the sales to capture the market share while spreading brand awareness and making it a hit
- Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and results-driven work environment

Sales Supervisor – Own Brand Rice Category May 2021-June 2023



Initially joined as a field sales executive in Emirates of Fujairah and promoted to sales supervisor for exclusive own brand rice category

- Handled own brand rice category sales in entire Jaleel Cash and Carry stores in UAE.
- Supervising 12 field sales executives, 30 counter billing executives and 6 van sales executives
- Development of customer conversion and retention.

Sales Executive November 2019 – August 2020

AL Reayah Alaliah P-TRADING LLC
(Division of Hi Care Thai Gloves Co Ltd, Thailand)



Worked as Sales Executive for Medical Examination Gloves, Area covered Dubai & Northern Emirates.

Sales Representative (Van) July 2018- May 2019

Arabian Oasis Food Company, Dubai, UAE



Worked as a Van Sales Representative for Arabian Oasis Food Company (Americana Frozen & Cakes) Division of Al Seer Group of Companies.

Field Sales Representative July 2015 – April 2018

Jaleel Cash & Carry, Ras Al Khaimah, UAE



Handling 200 plus customers including Hotel Restaurants Cafeteria food stuff catering, Institutions, and supermarket, promoted to performed functional responsibilities within an assigned area of retail distribution, merchandising and call coverage of all outlets for FMCG spanning with 4500 products range. Mentored and motivated the Sales team and responsible for achieving the Volume, Value and Distribution targets.

Territory Sales Manager 2012 –2015

Bajoria Appliances India Pvt.Ltd

Bajoria Appliances Pvt Ltd is the owner of leading kitchen appliances brand Kutchina. Worked as Territory Sales Manager for State of Kerala reporting to Area Sales Manager.

Assistant Manager – Sales & Distribution for Italian Connexion Cochin Kerala India 2008 - 2012

Italian Connexion was the distributor for Kaff leading kitchen appliances, accessories and hardware brand. Worked as Asst. Manager reporting to the Managing Director of the organization.

EDUCATION AND CREDENTIAL



Bachelors, Business Administration Completed - (Madras University, India) 2008
Proficient in MS Office, LS and Email applications. Possess valid UAE driving license

Passport No & Issued P2037236, DUBAI 14/08/2016 EXPIRY 13/08/2026
Driving License, no & issued at UAE 171648 /18/07/2016 EXPIRY 17/07/2026