

SABIR MOHAMMED

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Professional Summary

- ❖ Experienced FMCG Sales / Business Development / Key Accounts Manager with a proven track record of driving revenue growth, building strategic partnerships, and maximizing profitability in the dynamic Dubai market. Adept at managing key accounts, negotiating contracts, and leading cross-functional teams to achieve sales targets and deliver exceptional customer service.
- ❖ Proven Gulf experience within good understanding of the entire UAE FMCG Markets that includes major key accounts such as Carrefour, Lulu, Geant, Choithram, Spinneys, Union Coop, Hyper Panda, Sharjah Coop, Al Maya, etc. focused on bringing high quality brands like Cadbury, Hagen Das, Tabasco, Chiclets, Barni, Halls, VitaminC Drink, Ferrero, Glaxo Yardley, Mcvities, Chupa chups, Dabur Products & Reckitt Benckiser products like Harpic, Dettol, Aquafresh, Air Wick, etc.

Skills

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| ❖ Strategic Sales Planning & Management | ❖ Corporate & Event Hospitality |
| ❖ Key Account Management & Growth | ❖ Customer Promotional Planning |
| ❖ Merchandising Management | ❖ Event Management |
| ❖ International Market Expansion | ❖ Business Development |
| ❖ Team building & Motivation. | ❖ Handling Start-Up Operations |
| ❖ Client Relationships | ❖ New Product Launches |

Achievements

- ❖ Strategic Account Growth: Successfully grew key accounts portfolio in the Dubai market and increasing market share in highly competitive segments.
- ❖ Negotiation Success: Negotiated favourable terms and agreements with key retail partners, and enhanced brand visibility across major supermarkets, hypermarkets, and convenience stores in Dubai.
- ❖ New Business Development: Spearheaded the acquisition of new key accounts including food and non-food products within the Dubai market, securing partnerships with leading retailers and distributors, and generating incremental revenues for the company.
- ❖ Product Launch Excellence: Led the successful launch of Coconut Water, Gift Items, Pet Products, Cosmetic Products, etc in Dubai, collaborating with marketing and sales teams to develop targeted sales strategies and distribution.

Personal Details

Education – B. Com – India (1994)

Date of Birth – 29th January 1972

Nationality – Indian

Driving License – UAE, India & International DL

Visa Status – Company Sponsorship (NOC)

Notice Period – 15 Days

PRIME GLOBAL – Business Development Manager – Dubai UAE

April 2023 till date

KAYA SPIRITS – Business Development Manager – Dubai UAE

June 2022 till Mar 2023

- ❖ Joined Prime Global & Kaya Spirit during its foundational startup phase and played a pivotal role in its evolution into a market contender within the FMCG sector, achieving significant milestones that contributed to the brand's success and market penetration.
- ❖ Startup Phase & Strategic Development – Government Approvals – Product Launch – Sales Achievements – Local Market Expansion – International Market Expansion
- ❖ Identifying new business opportunities which will lead to new accounts.
- ❖ Develop a growth strategy focused both on financial gain and customer satisfaction.
- ❖ Conduct research to identify new markets and customer needs.
- ❖ Promote the company's products/services addressing or predicting clients' objectives.
- ❖ Build long-term relationships with new and existing customers.
- ❖ Maintain up to date with all industry trends, issues, and news.
- ❖ Proven ability to work with multiple teams across a business.
- ❖ Maintaining contact with clients on an ongoing basis to discuss their needs, progress on projects, and any issues that may arise.

EXPO2020 DAVID ATKINS ENTERPRISES – Event Freelancer – Dubai UAE

August 2021 till May 2022

- ❖ Assist logistics team in delivery of operational and transportation logistics for cast, International participants, and FF&E services for Dubai Expo 2020
- ❖ Planned and organised several logistical movements resulting in accurate and precise delivery of all supply during operations.
- ❖ Demonstrated clarity and brevity with in-house casts regarding their inventory requirements, via phone, face-to-face and email interactions, while helping build meaningful and sustainable relationships.
- ❖ Ensuring the safe and timely pick-up and delivery of shipments.
- ❖ Organizing and managing inventory, storage, and transportation.
- ❖ Sourcing and purchasing equipment at the direction of the operations team
- ❖ Assisting other operational roles as required – logistics, catering, transport, site set up
- ❖ Overseeing the day to day running of the Transportation Department as a Log Assistant Lead, ensuring a safe and reliable bus service to transport cast.

COCOhabit - Sales Manager - Dubai, UAE	October 2017 till June 2021
TMREYA (Corporate Gifting) Business Development Manager - Dubai, UAE	March 2016 to Sep 2017
MSI (Merchant Star International) - Key Accounts Manager – Dubai, UAE	Feb 2013 to Feb 2016
NTDE (National Trading Development Est) - Key Accounts Executive - Dubai, UAE	Aug 2010 to Jan 2013
UTH General Trading Marketing FZ LLC - Sales Manager– Dubai, UAE	Nov 2006 to June 2010
MMI (Maritime & Mercantile International) - Key Accounts Executive – Dubai	Oct 1999 to Sep 2006
MALSONS TRADING - Van Sales / Merchandiser– Dubai, UAE	June 1993 to Sep 1999

- ❖ Having extensive versatile senior managerial experience my emphasis is on strengthening the fundamentals across all functions and divisions, delivering profitable, consistent, and sustainable growth through a highly engaged team.
- ❖ Responsibility encompasses the management of entire Key Accounts which includes the hypermarket chains, supermarket chains, Cooperative societies, Forecourts (petrol stations) and Self-Service Stores.
- ❖ Identifying new target markets, building, and maintaining relationships with prospective and current clients
- ❖ Working closely with Executive Decision-Making team to formulate long/short term business growth and viable strategies, and action plans in alignment with the overall corporate vision and goals.
- ❖ Develop and maintain an excellent rapport with key stakeholders such as clients, suppliers, community organisations, regulatory bodies etc.
- ❖ Representing products / new launches at events and exhibitions.
- ❖ Manage all sales related activities covering setting and strictly monitoring of sales targets and ensures accurate delivery of products in all sales channels.
- ❖ Liaise with the principal to negotiate and finalize all elements of trade marketing, key account management, trade spends, brand development, channel management, account development and terms of trade.
- ❖ Conduct regular market visits to check route coverage and availability of company products in the market, competitor's activities and look for new business opportunities in order to safeguard the customer base and increase market share.