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02-Apr-1977

Dubai
United Arab Emirates

PROFILE

Experienced sales professional with more than 20 years of diverse experience gained in Retail, Food & Non-food and FMCG sectors. Exposure to UAE market and worked with renowned brands like **Britannia- Vicenzi, Figaro, Kimberly Clark, Twinnings, DCL, Kitchen Treasures**, -UAE (Baquer Mohebi Enterprises), **Wrigley's**- (Gulfco).

SKILLS

- Good communication skill and ability to work as part of a team.
- Hard working ability to get work done.
- Dedication and devotion to duty.
- Eager learner.

INTERESTS

- Reading.
- Playing Football
- Listening music
- Travelling

PERSONAL DATA

Full Name : Shameer Shamsudeen
Gender : Male
Marital Status : Married
Nationality : Indian
Visa Status : Visit Visa
Passport No : P0361622
UAE DL : 193791
Languages Known : English
Hindi
Tamil
Malayalam

Shameer Shamsudeen

WORK EXPERIENCE

Key Accounts Executive

BAQER MOHEBI ENTERPRISES LLC- DUBAI

(2018- 2023)

- Managed prominent Key Account outlets such as Safeer and Shj Co-op, overseeing crucial relationships.
- Coordinated NPD activities within outlets to drive product placement and visibility.
- Accountable for ensuring consistent on-shelf availability of products to meet consumer demand.
- Implemented effective strategies for product share of shelf management, optimizing visibility & market presence.
- Vigilantly monitored and analyzed competitors' promotions and associated activities.
- Orchestrated comprehensive store and shelf management, including Gondolas and pallet placement, ensuring optimal product presentation.
- Cultivated strong and productive relationships with Section Managers and Supervisors.
- Negotiated agreements and conducted pertinent activities to facilitate seamless operations.
- Effectively coordinated with buyers and managers across all outlets, ensuring cohesive collaboration and alignment.

Traditional Sales executive

BAQER MOHEBI ENTERPRISES LLC- DUBAI

(2008- 2018)

- Maximizing sales volume while ensuring robust distribution, effective merchandising, optimized shelving strategies, and timely collections to eliminate any outstanding debts.
- Facilitating trade customers in successful brand reselling initiatives, fostering mutually beneficial partnerships.
- Operating with a focus on efficiency and cost-effectiveness to establish a positive reputation and goodwill within the industry.
- Ensuring meticulous deployment of Point of Sale Materials (POSM), shelving arrangements, and displays in accordance with contractual agreements to enhance visibility and attract customers.
- Providing accurate and timely updates to the Sales Manager, including comprehensive data on stocks, sales estimates, daily sales figures, pricing insights, and competitor analysis.
- Exercising control over Sales & Marketing budgets and their allocations to optimize resources effectively.
- Proactively managing inventory levels to meet predefined targets and actively contributing to minimizing instances of out-of-stock situations, damaged goods, and expired products.

Van Sales executive

GULFCO -DUBAI

(2003-2008)

EDUCATION

Bachelor of Arts

Calicut University

Pre- Degree

Kerala University, Kerala, India.

PROFESSIONAL QUALIFICATION

- **Microsoft Office**