

Sharan Shetty

Sales Supervisor | Modern Trade | General Trade | HORECA | FMCG Sales & Marketing

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SUMMARY

Sales Supervisor with 7+ years of experience specializing in Modern Trade, with strong expertise in General Trade and HORECA sales. Proven ability to lead teams, drive revenue growth, and exceed sales targets. Experienced in negotiating promotional deals, identifying market opportunities, coordinating logistics, and providing superior customer service. Holds an MBA in Marketing and a solid track record in managing key accounts and expanding market share.

PROFESSIONAL EXPERIENCE

Sales Supervisor & Export Lead

Modern Poultry Farms Co SAOC – Dana Eggs

Muscat, Oman | Nov 2022 – Sep 2024

- Led a team of 8 sales executives and 7 merchandisers, driving sales growth for Dana Eggs across Modern Trade, General Trade, and HORECA sectors.
- Achieved sales growth from 20,000 to 80,000 cases per month, boosting revenue from 300,000 OMR to 1.5 million OMR (USD 780,000 to USD 3.9 million).
- Developed and executed sales strategies, ensuring effective product placement, visibility, and promotional activities in retail.
- Coordinated closely with the logistics department to ensure timely deliveries and optimized sales operations.
- Directly liaised with buyers and category managers to negotiate and execute promotional deals, seasonal offers, and BDA, ensuring long-term business relationships and market growth.
- Managed key account relationships, negotiated promotional deals, and identified opportunities for horizontal and vertical market expansion.
- Conducted market surveys and competitor analysis to adjust strategies, ensuring sustained market share and customer retention.
- Provided daily coaching and guidance to the team, ensuring adherence to journey plans, sales targets, and high levels of customer service.
- Handled export operations to expand the market reach, increasing international sales and building relationships with overseas clients.

Key Accounts Executive

Unilever

Muscat, Oman | Dec 2020 – Oct 2022

- Managed key accounts, including major retailers with a focus on Modern Trade like accounts like Lulu, Nesto, TSC, Al Meera and Al Fair.
- Drove product visibility and brand growth for top Unilever products such as Dove, Sunsilk, Knorr, Lipton

and many more, working closely with buyers and category managers to execute promotional deals and BDA.

- Led a team of merchandisers and sales executives to ensure maximum coverage, timely deliveries, and sales targets were met.
- Coordinated logistics to ensure on-time delivery and worked with the finance team to ensure timely payment collection from clients.
- Regularly monitored competitor's activities and adjusted sales strategies to protect and grow market share.

Key Accounts Executive

Ramniklal B Kothary (RBK) – Food Division

Muscat, Oman | Nov 2018 – Nov 2020

- Managed key food brands such as Nestlé, Hunter chips, Santa Maria, Bolton- Rio mare, Best nuts, Sweet factory, Shan, Langnese, Vadilal, Rubicon Juice and many more targeting Modern Trade, General Trade and HORECA clients & Filling Station outlets like Oman oil and Shell Select across Muscat and surrounding areas.
- Coordinated with logistics to ensure product availability, optimized delivery schedules, and resolved customer service issues promptly.
- Conducted regular competitor analysis and implemented strategies to retain market share and drive sales.
- Provided leadership and training to the sales team, ensuring high levels of performance and customer satisfaction.

Sales Executive

Ramniklal B Kothary (RBK) – Nestlé Division

Nizwa, Oman | May 2017 – Nov 2018

- Managed van sales for Nestlé products in the Nizwa region.
- Built strong relationships with local retailers to increase product visibility and sales.
- Analyzed the market to find growth opportunities and worked with the marketing team on promotions.
- Handled cash sales and ensured timely delivery of products to retailers.
- Consistently met sales targets and helped grow Nestlé's presence in the region.

EDUCATION

Master of Business Administration (MBA) - Marketing

University of Sunderland, United Kingdom | Sept 2014 – Jun 2016

Bachelor of Business Management (BBM)

Sri Bhuvanendra College, Mangalore, Karnataka, India | Jun 2011 – May 2014

KEY SKILLS

- Modern Trade, General Trade, & HORECA Sales
- Team Leadership & Sales Management
- Sales Target Achievement & Forecasting
- Promotional Deal Negotiation & BDA
- Market Analysis & Competitor Surveillance
- Logistics Coordination & Delivery Management
- Customer Relationship Management
- Payment Collection & Credit Control
- Merchandising & In-store Marketing
- Sales Reporting & Journey Plan Adherence

LANGUAGES

- English – Full Professional Proficiency
- Kannada – Full Professional Proficiency
- Hindi – Full Professional Proficiency
- Arabic – Limited Working Proficiency
- Malayalam – Limited Working Proficiency
- Tulu – Native/Bilingual Proficiency