



SHABEER MAHMOOD

Mob: +971 54 475 6616
Al Qusais, Dubai, UAE
Ashabeer93@yahoo.com

PROFESSIONAL SUMMARY

Result driven professional with 10+ years of experience in Sales and Marketing, specialized in FMCG and Pharma products In UAE & 5 Years of Experience as Shop Manager in Hawal al Madeena Group Well versed in Sales & Marketing, business development and client relationship management. Employed with NMC trading LLC, Dubal - UAE. Fair understanding in increasing sales revenues, developing profitable and productive business relationships, coordinating with decision makers, building an extensive client base and market development.

SKILLS

FMCG Goods marketing
Business Growth
Operational Excellence
Customer Satisfaction
Continues professional Developments

Pharma/ Medical commercialization
Problem Management
Client Participation
Technical Resource Management
Microsoft office

WORK HISTORY

HAWAL AL MADEENA SUPERMARKET LLC **Shop Manager**

2019 to Present

- Ensure all operations are carried on in an appropriate, cost-effective way
- Improve operational management systems, processes and best practices
- Purchase materials, plan inventory and oversee warehouse efficiency
- Help the organization's processes remain legally compliant
- Formulate strategic and operational objectives
- Examine financial data and use them to improve profitability
- Manage budgets and forecasts
- Perform quality controls and monitor production KPIs
- Recruit, train and supervise staff
- Find ways to increase quality of customer service

NMC TRADING LLC **Key Account Executive - FMCG**

Since 2010-2018
Reporting to Business Development Manager - DXB

NMC Trading is one of the UAE's leading marketing & Distribution Company, for prestigious brands in FMCG – Food and Non-food products. Joined company as Trainee in marketing sector & promoted as Lead Sales Executive for FMCG segment. I have managed the said portfolio in all the A-class markets in UAE, say Carrefour, Lulu, Spinneys, Union Coop, Aswaaq etc and all the B-class markets as well.

My key deliveries include,

Sales: Taking care of the sales with focus on achieving predefined sales target and growth across UAE region, Forecasting and planning monthly & quarterly sales target and executing them in a given period.

Marketing: Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & organizational objectives.

Business development: Executing the long-term business directions of the region to ensure maximum profitability in line with organizational aim.

Operations: Managing activities pertaining to negotiating, finalization of deals for smooths execution of sales & order processing.

Relationship management: Managing customer centric operations and ensuring customer satisfaction by achieving delivery timelines and service quality norms.

General Duties

- Managing the sales process for new prospects, from initial contact through to closure.
- Dealing with customer enquiries face to face, over the phone or via email.
- Developing a portfolio of accounts through new business development.
- Contacting prospective customers and discussing their requirements.
- Achieving all revenue targets & goals in line with the Area Business Plan.
- Working closely with the marketing team to produce any sales collateral needed for the target market.
- Reporting business trends and area performance to the National Sales Manager.
- Develop and Maintain business relationship with all prospects and identifying the opportunities.
- Plan and organize the day-to-day operations and targets.
- Developing a full understanding of the business marketplace.
- Plan and implement the overall supply chain strategy
- Collaborate with Sales, Operations, and logistics, to obtain optimum inventory level.
- Work with finance, sales, and logistics team to determine path for smooth and timely execution of given task
- Review or update supply chain practices in accordance with new or changing environmental policies, standards, regulations or laws.
- Managing multiple stakeholders and creating a process-oriented approach to obtain the desired results by implementing effective co-ordination through transparent method.

EDUCATION

Master of Business Administration
Madras University - India
Bachelor in Business Administration
Kannur University - India
Diploma in Computer Application

EXTRAS

Active Sportsman – Popular cricket player in India
Played Cricket for National Junior / State Level / University & School Level
Played for NMC Trading Cricket Team & represent in various tournaments
Won various trophies & awards for playing cricket on all level of tournaments.
Participated in various sports events & represent University / School teams

CAPABLE OF

Would create and deliver convincing arguments to an executive audience.
Ability to manage multiple commercial processes.
Ability to evaluate tasks and suggest improvements.
Experience of closing deals with an average size of 1M AED on a consistent basis.
Ability to priorities workload; work effectively under pressure and to tight deadlines.
Ability to present, discuss and propose at a senior level.
Solid understanding of business concepts & dynamics for large national and international corporations.

PERSONAL INFORMATION

Date of Birth: 31-3-1987
Nationality: Indian
Language: English (fluent), Hindi (Fluent), Tamil (Speak), Malayalam (Native)
Valid UAE License since 2010
Marital Status: Married
Employment Visa