



FREDERICK S. CANA

Merchandise Manager
Trade Marketing Manager
Business Development Manager

Personal Info

Phone
+971 55 974 3348

E-mail
frederickcana@yahoo.com

LinkedIn
www.linkedin.com/in/
frederick-cana-06a13aa6

Skills

People Management



Customer Relationship



Rapport Building



Communication



Listening



Presentation



MS Office (PPT, XCL, WRD)



SAP & BW



Analytical



PROFESSIONAL SUMMARY

A dedicated and success-driven merchandise manager professional with over 13+ years of experience in UAE's FMCG industry. Expert in people management, creating marketing ideas to appeal to both retailers and consumers and to lead grow company and customer portfolio.

WORK EXPERIENCE

Merchandise Manager JUN 2020 – Present
MH Enterprises
Al Qouz, Dubai UAE

- Leads 3 regional supervisors and 151 merchandisers across the country.
- Overseeing the planning and implementation of merchandising strategies based on company priorities.
- Responsible for coaching and leading the merchandising team, ensuring that Business Fundamentals (Availability, Visibility & Pricing) are executed.
- Creating eye-catching store layouts that showcase the brand aesthetic of the company.
- Negotiating the cost of inventory for multiple stores.
- Preparing annual and quarterly budgets and presenting them to the relevant stakeholders.
- Collaborating with sales and marketing department to brainstorm new projects, campaigns and business ideas.
- Specialize in resource sourcing, managing and curating a company's products and promotional material.

Key Achievements:

- Managed to standardized merchandisers salaries and compensation benefits.
- Created rewards program recognizing the performance of the merchandisers that added value to the business.

Merchandise Manager MAY 2018 – MAY 2020
Gulf International | Johnson & Johnson
Dubai Health Care City, Dubai UAE

- Leads 3 regional supervisors and 101 merchandisers across the country.
- Working with principal partners and lead sales team to ensure that fundamentals and NPI's are implemented as per the planogram.
- In-charge of quarterly assessment for merchandising team's performance.
- Responsible for commission file based on merchandisers performance and criteria.
- Identify and monitor competitors researching market conditions.
- Develop and deliver necessary trainings for merchandisers on product knowledge.

Key Achievements:

- Maximizing efficiently merchandisers JP through data analysis with SFA
- Created rewards program recognizing the performance of the merchandisers that added value to the business.

Languages

English

Tagalog

Qualifications

- Professionally self-motivated and have the capabilities to motivate others.
- Fast learner and creative
- Good interpersonal skills, excellent communication, passionate, optimistic and resilient.
- Highly independent as well as team player flexible and able to adapt on high pressure working environment.
- Reliable, credible and with works with business values.
- Self-driven to aim success and with always can do attitude.
- Works in high integrity.

Trade Marketing Manager

MAR 2015 – MAY 2018

Gulf International | Johnson & Johnson
Dubai Health Care City, Dubai UAE

- Develop marketing strategies to drive product off take.
- Plans promotional activations, budget required and reports the outcome P&L.
- Support sales lead and marketing departments in the areas of business information, category management, channel visibility materials and trade presentations.
- Working in partnership with key customers to enhance product offers.
- Initiate and manage category management projects through all retailers.
- Responsible for implementing brand strategy across retail partners.
- In control for brand and product awareness to ISP's / BA's of the company.
- Providing consumer insight to support brand strategies and marketing plans.
- Plans to maximize off-take on company brands through developing best in class POSM.
- Project lead for Digital Product Catalogue (e-Commerce based).
- In-charge for quarterly newsletter activities.

Key Achievements:

- Created Johnson's Baby Travel pack (local initiative, single SKU) that generated \$381k annual value added revenue.
- Collaborated and partnered with local schools & trade exhibitions to drive J&J's brand and product awareness.

Business Development Manager

APR 2013 – MAR 2015

Gulf International | Johnson & Johnson
Dubai Health Care City, Dubai UAE

- Collaborate, negotiate and implement JBP's with key account customers (i.e. Carrefour & Spinneys, Geant, Panda & KM Trading).
- Plan to achieve sales growth targets in line with company strategies.
- Developed business relationships with senior category managers with senior decision makers.
- Prudent customer investment management funds.
- Provides coaching with sales & merchandising team on achieving company targets.
- Periodic achievement business reviews with key account customers.
- Works with the sales team to develop and implement mutual business plans with key account customers that includes product availability, visibility, pricing with POSM placement and promotions.
- Plan and propose sales promotional requirements each month to achieve distribution and sales target.

Key Achievements:

- Researched and built business relationships with UAE's top retailer Carrefour by planning approaches and pitches.
- Achieved +18% YOY growth FY'14 vs.'15 and generated \$14m annual revenue.
- 2014: uplift the business from -18% to +2% growth FY'13 vs.'15 and generated \$11.4m.

Business Development Executive

APR 2011 – MAR 2013

Gulf International | Johnson & Johnson
Dubai Health Care City, Dubai UAE

- Collaborate, negotiate and implement JBP's with key account customers (i.e. Geant, Panda & KM Trading).
- Plan to achieve sales growth targets in line with company strategies.
- Developed business relationships with senior category managers with senior decision makers.
- Prudent customer investment management funds.

- Periodic achievement business reviews with key account customers.
- Plan and propose sales promotional requirements each month to achieve distribution and sales target.

Key Achievements:

- Researched and built business relationships with UAE's top retailer Carrefour by planning approaches and pitches.
- Combining all accounts: achieved +12% YOY growth FY'14 vs.'15 and generated \$1.7m annual revenue.

Sales Operations Analyst

APR 2010 – APR 2011

Gulf International | Johnson & Johnson
Dubai Health Care City, Dubai UAE

- Analyze and interprets monthly, quarter, bi-annual and annual sales reports disseminate to the sales force team
- Generate Line / Volume Item Fill Rate Reports on monthly basis and present to stake holders
- Provides data analysis for customer's performance review and daily sales report.
- Responsible for key account's business planning based on data findings and business insights

Key Achievements:

- Provides timely manner L/V Item Fill Rate Reports that helps supply chain forecast further company stocks.
- Helped the sales team to have an overview of daily sales report to determine their daily achievement vs. time gone.

HR and Facilities Coordinator

JUN 2008 – MAR 2010

Unilever
Jebel Ali, Dubai UAE

- Supervising the Tenancy Contract with the assistance of agency for the international assignee's company provided accommodation inline to their housing entitlements.
- Administers the records of the International Assignees on their transportations making sure that it will meet the allotted 30 days benefits.
- Arranging the logistics of new joiners such as office workstations, air ticket, hotel accommodation and transportation.
- Placing order with the suppliers for office furniture's, supplies: such as stationeries, cartridges and foods for daily operations.
- Act as contract manager to administer 3rd party contracts, providing goods and services (inline with the policy) to manage the facility / site and for the effectiveness of the workforce.
- Purchases office equipment's i.e. photo copying machines, air-conditioning units and construction materials.
- Custodian of all employee's safety at the respective sites.
- Implements Unilever's Safety Health Environment policies, procedures and systems and maintains updated safety records.
- In charge of the distribution of Unilever's Products On Discount for employees benefits (monthly basis).
- Responsible for all staff amenities; staff welfare events, staff transportation.

Key Achievements:

- Find new transport partners with competitive rates and presented to the management.
- Provides safety briefing for new suppliers, contractors and Unilever staffs.

Customer Service Representative

MAR 2006 – MAR 2007

Car Hire Group | Internet Golf FZE

Al Safa Shiekh Zayed Road, Dubai UAE

- Provided excellent first line customer service to Internet Golf customers through phone.
- Facilitated in renting vehicle for golf players.
- Coordinated with major car rental players such as Avis, Dollar, Thrift, Hertz and Budget.
- Rendered proper, accurate and timely information processing and proactive assistance.
- Supported the customer service team to deliver the highest quality marketing efforts and customer satisfaction.
- Processed online golf tee time bookings.
- Confirmed reservations with golf players.
- Acquired hotel rates and update it to the database.

Sales Administrator

MAY 2004 – NOV 2005

Rafael Lozano Construction Company

Santa Cruz Manila, Philippines

- Prepared quotations, sales figures and coordinated with sales team and customers.
- Tracked, screened and monitored progress of sales information sheets for the contract for sales team.
- Prepared weekly prospect sheets for the sales.
- Maintained and updated customer account database.
- Communicated with the staff to generate, analyze and interpret results that is vital to achieve customer satisfaction.
- Responded to agent queries and conducted research if necessary.
- Attended to customers and client's inquiries on the company's products and services through phone calls, emails, fax messages and letters.

Data Entry Operator

JAN 2004 – MAY 2004

(Internship / On the Job Training)

Coca-Cola Company

Quezon City, Philippines

- Verified and corrected errors in the data.
- Go through and verified information in the database in a consistent and timely manner.
- Maintained data standards including adherence to the data protection act.
- Communicated regularly with technical, applications and operational staff to ensure the database integrity and security.

EDUCATION

AMA COMPUTER UNIVERSITY

JUN 2000 – MAY 2004

Quezon City, Philippines

Bachelor of Science Degree in Business Administration

Major in Management Information System

I hereby declare that the above information is true and correct.

Frederick San Gabriel Cana
Applicant