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OBJECTIVE

Open for employment for a challenging career, that provides opportunities for professional growth and responsibilities in an esteemed organization, there I can implement my professional experience for results.

PROFILE SUMMARY

19 years of GCC experience.

Career based in Business Planning, Development, Operations, marketing, sales and administration.

Proficient in management for achieving managerial goals, by building and maintaining an effective team.

ACHIEVEMENTS

Consistent Sales growth and Result. Top line and Bottom line. Maintain the Market share. Control of damage and expiry within the limit. Organisation structure and Administration.

CAREER PROGRESSION

1. RAK Government - Khatt Dates Factory, Ras Al Khaima, (U.A.E.) - Present

Commercial Manager. – Operations, Sales, Marketing, Private Label - Currently working

3rd April 2021 - Present.

Handling Food Importing, Manufacturing, Sales and Distribution of Premium Dates from own farms as well imports from Saudi Arabia, Jordan, Syria, Iraq. Variety of Dates related products including chocolate dates, Almond filled Dates, Dates syrup etc. based at RAK, UAE and operating widely all over the Continents



2. Trofina Food Middle East Free zone Company, Sharjah, (U.A.E.) 1 Year + 9Months



Sales and Product development Manager.– Sales, Marketing, Operations. Private Label-1 year 9months

2nd July 2019 - 31st March 2021

Handling Food Manufacturing, Sales and Distribution of brands, “ Lulu private label tomato paste, Sano Milk powder, Fruit Jam, Queen Tomato paste, Organa Honey, Fruit Jam, Trocafé 3 in 1 instant coffee, Tea, Hot chocolate drink, Trofina instant fruit drink”, based at Sharjah Free zone, UAE and operating widely all over the Middle East & Africa.

3. Lifco international, Dubai, (U.A.E.) - 14 Years



Business Planning & Development Manager. – Sales, Marketing, operations. -5 years 3months

1st December 2013 to 7th Feb 2019.

Operations Manager - Sales Marketing and Administration - 4 years 11months

1st January 2009 to 30th November 2013

Business Administrator - Marketing, Sales and Administration - 3 years 1month

10th December 2005 to 31st December 2008

Handling Food sales and Distribution of brands, “Rafael Salgado olive oil, Frico Cheese, Sunwhite rice, Al Shifa Honey, Sunbulah, Zwan, Maatouk coffee, Regal picon”, based at DUBAI, UAE and operating widely all over the Middle East & Africa.

4. HERFY Food Services, Kingdom of Saudi Arabia (Savola Goup) - 3 Years

Administrator - Marketing, Sales and Administration - 3 Years

21st August 2002 to 14th March 2005.

Leading Food manufacturing and Distribution company in KSA.

with more than 150 own branded Fast food restaurants chain in GCC.



5. NEPC Airlines (IATA-D5), India. - 3 Years

Air Traffic Officer - 3 Years

11th November 1995 to 31st January 1998.

Domestic Airline operations in India. (IATA- D5)



Key Tasks Handled

- Business planning and development for the market.
- P&L. Monthly & Annual Sales and profit target forecasting and to achieve the maximum profit.
- Sales team and Channel Management- Modern trade, A Class, B class, C class, Horeca and Cash Van.
- Category and Brand share Management- Display Planogram and shelf management in the outlets.
- KPI, Trade Marketing forecast and Promotions and displays for the market.
- Line extension - Add new potential Brand items to increase profit and market share.
- Maximize sales by retaining existing clients and attracting potential customers.
- Regular Sales and Margin Analysis to control expense and increase the profit.
- Strict follow up of pending payment and collection on the terms.
- Managing and supporting the Sales Team and guiding them towards to their goals.
- Supporting the Sales Team to achieve their goals.
- Progressive Incentive schemes for the sales team motivation.
- Talent Acquisition. Recruitment, Training and allocation of the staff.
- Taking care of Sales and delivery issues, and Customer issues.
- Control of Expiry and Damage of the products from market.
- Logistic operation - Sales Projection, Coverage, Ordering, Storage and distribution.
- Logistic fleet tracking and Management to achieve maximum efficiency in delivery.
- Inventory Inspection and Auditing of stock in the warehouse to ensure availability of items.
- Sales Automation and Sales team tracking control with GPS and GPRS based PDA instruments.
- Private Label - Concept, Design, Production, Marketing and Sales.

Professional and academic Qualifications

Bachelor of Science in Physics 1992-1995.

University of Calicut - Completed at S.N.College, Nattika, Trichur, Kerala, India

CCNA certification by Cisco-2005

Diploma in 'Inlighten' Engineer's Training course, #E 016 from PARtech, USA through Middle-East & N.Africa regional office in Jordan.-2004

Certificate in Computer Hardware from Indo-Canada continuing education cell. - 1999

Diploma in Computer Applications.-1998

Aircrafts Load & Trim License from the DAW, Civil Aviation, Govt. of India.-1997

Computer skills

- Sales Automation and Sales team tracking control with GPS and GPRS based PDA instruments.
- Microsoft Exchange server email Administrator and Network Domain controlling and users.
- Ecommerce - Data Content management.

Software Packages

- MS Office (Word, Excel, PowerPoint, Outlook Express), ERP by Mas Technology, UAE.
- Adobe Photoshop, Adobe Premiere & 3D Max studio. (Visual Media Advertising packages)

Personal details

Date of Birth : May 30, 1974

Driving License :UAE, India & Saudi Arabia(renewable)

Nationality : Indian

Passport number: M 9040828

Validity: May 17, 2025

Languages : English, Hindi, Malayalam and Tamil

Visa Status : Immediately Available to Join.