



Core Competencies

Distribution Management

P&L Management

Budgeting & Forecasting

Business Development

Market / Competitor Research

Strategic Planning

Inventory Management

Manpower Management /
Leadership

Customer Relationship Management

Crisis Management



Profile Summary

- **Highly accomplished professional with nearly 10+ years of proven success** in delivering top-ranking individual and team marketing performance throughout
- **In-depth knowledge of** collating information on product performance, market presence and brand position
- **Possess enriched knowledge of** managing expectations of the product and performing design, building functionalities & features in interaction with the client
- Analytical, meticulous and quality-oriented professional who emphasizes on reducing costs and achieving optimal ROI
- **Expert Planner & Business Strategist who has pioneered & implemented measurable marketing strategies** that realized revenue goals and increased awareness by showcasing the brand in most differentiated ways
- **Articulated the specific needs of target accounts** in order to develop and execute customer centric market/ sell plans and programs focused on strategic accounts and increasing the sales and margin growth
- **Leveraged skills in analyzing market trends, competitor positions & economic factors** to develop key programs for organization and facilitating closure of deal
- **Talented team builder** successfully develops talented personnel through hands-on leadership, clearly defined goals, and consistent follow-up



Soft Skills



Education

- MBA in Marketing, MITE College, Visvesvaraya Technological University, India in 2010
- B.Com. in Taxation, SDM College, Ujire, Mangalore University, India in 2008



IT Skills

MS Windows, MS Office and Internet Applications



Notable Accomplishments Across the Career

- Achieved certificate of appreciation for outstanding achievement in 2015 and 2016 from 3M
- Successfully enhanced profitability for the assigned brand portfolio in 2012 with an increase in margin of 9% by taking judicious changes.
- Resourcefully introduced 3M 360 Range Bandages, Skin and Wound Care in UAE market strategically which gave efficacy
- Instrumental in successful introduction of VLCC Range in UAE market.
- Launched a Multi-category brand in 2011 with complete responsibility of listings, visibility, and distribution across all trade channels in UAE
- Led the Pharmacy Distribution drive for 3M Nexcare 7x7 with tailor-made bonus schemes
- Productively revised expires to less than 1% of total sales revenue in 2012 through optimal stock rotation
- Acknowledged for taking inspired marketing initiatives that translated to 11% increases in overall sales turnover



Work Experience

Aug'2011-Sep'2021 with NMC Trading LLC, Dubai, UAE

Team Size: 135 Frontline Sales & Merchandising Force

Reporting to - Sales & Marketing Manager & Business Unit Manager

Major Key Accounts - Carrefour, Lulu, Coops, Safeer, Geant, Aster, Life ,Boots, Binsina and so on

Key Result Areas:

As Product Manager/Trade Marketing Manager:

- ▶ Performing activities such as:
 - Conceptualizing & implementing short & long term marketing plans w.r.t. annual volume & margin commitments and brand-building objectives
 - Spearheading planning, development & implementation of aggressive and innovative sales & marketing policies for principals and customers to ensure adequate penetration, market share, product positioning, and so on
 - Analyzing & studying various performance parameters; fine-tuning the marketing-mix for jump-starting stagnant sales
 - Conducting negotiations with principals and clients on price & volume by adopting a win-win approach
- ▶ Studying market trends; regulating advertising & marketing activities to ensure that the right message is delivered
- ▶ Working towards enhancing brand's equity & marketplace performance through brand & consumer trends analysis
- ▶ Gathering & managing brand marketing communication material in order to address the local requirements to secure efficient & effective communication for each market activity
- ▶ Monitoring launches and re-launches preparation & implementation according to agreed plan and within assigned budget
- ▶ Conducting competitive analysis to develop action plans and ensure that the brand is in line with the organization's strategy

As Trade Marketing Supervisor:

- ▶ Managed & monitored promotional campaigns in line with key sales & marketing objectives
- ▶ Collaborated & coordinated with Principals/Brand Owners on strategies to highlight product USPs and drive consumer awareness
- ▶ Interfaced with media agencies for effective roll-out of key brand building initiatives including electronic & print media scripting as per pre-agreed budget & timelines
- ▶ Collated & analyzed consumer insights, and facilitated the promotional mix to yield optimal marketing ROI
- ▶ Supervised launch of NPDs based on consumer behavior matrix and market research data by identifying potential gaps in the market
- ▶ Gained knowledge of latest market trends and specific category insights by evaluating leading market research data like AC Nielson
- ▶ Worked closely with advertising agencies to support campaigns, as well as provided suggestions on development, production & implementation of world class advertising & promotions for brand and media strategies

Brands Managed :

- ▶ 3M Nexcare, 3M Futuro, 3M Woundcare, Emami, Trisa ,Chubs,Himalaya,Enchanteur,Dabur,Unilever-Pears, Novalac Baby Milk,VLCC, Dial-Henkel, Renuzit-Henkel, Purex-Henkel, Seacod, Scat, Bella Cotton, MAM, Agrigold, McCormick, Sara Lee, Lamb Weston, Droste Ambipur, Kiwi



Personal Details

Date of Birth: 23rd March 1988

Languages Known: English, Hindi, Kannada, Tulu & Malayalam

Driving License: Valid GCC License