

## **ABDUL HAKEEM T.K**

### **Objective**

### **MIDDLE -LEVEL MANAGEMENT**

*Dubai, United Arab Emirates*

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*I desire to apply for a Middle Sales level wherein my knowledge of the principles and methods for showing, promoting, and selling products or services as well marketing strategy and tactics, product demonstration, sales techniques, and sales control systems will be employed. I look to grow in a robust environment to further my career that will provide benefits and compensation proportionate to my abilities.*

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### **AREAS OF EXPERTISE**

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|---------------------------------|------------------------------------|-----------------------|
| ▪ Strategic Planning /Execution | ▪ Cross-Functional Team Leadership | ▪ Decision Making     |
| ▪ Customer Satisfaction         | ▪ P&L Management                   | ▪ Account Retention   |
| ▪ Performance Management        | ▪ Revenue Goal/Growth Attainment   | ▪ Public Relations    |
|                                 | ▪ Problem Solving                  | ▪ Competitor Analysis |
|                                 |                                    | ▪ Demand Planning     |

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### **PROFESSIONAL EXPERIENCE**

#### **Renaissance Learning UK Ltd, 189 Marsh Wall, London.**

Renaissance is global Leader in Pre K 12 education technology, accelerate learning for all. Renaissance Learning is US based company, subsidiary company in UK managing the international market.

Renaissance is privately held by Francisco Partners, a leading global private equity firm, which specializes in investments in technology and technology-enabled services businesses.

Renaissance create assessment and practice solutions that put learning analytics to work for educators, saving hours of prep time while making truly personalized learning possible. Schools nationwide use solutions to analyze students' abilities and guide high-quality instruction. Renaissance help teachers teach better, students learn better, and school administrators lead better—all to improve academic outcomes.

### **International Business Development Manager, (2020 to Present)**

- Identify opportunities to promote and sell Renaissance products within the K12 schools in the Middle East & South Asia.
- Develop a sales & marketing, pricing and competitor analysis strategy for the Middle East & India
- Build presentations to assist with strategy and plans
- Send reports and references data
- Meet and evaluate Marketing agencies and campaigns that will be effective to generate leads and help to develop marketing plans
- Set up and deliver workshops and attend key events in the industry
- Build on customer relationships and create referrals from existing customer base as well as developing our Partner program
- Deliver sales presentations, both face-to-face and virtually to demonstrate how Renaissance Learning's products can effectively improve student levels of attainment
- Point of contact for Renaissance Solutions in South Asia and Middle East
- Meet required tasks and objectives as set by line manager and the International Sales Director
- Keep up-to-date records and send reports as required
- Market Intelligence, Updating K12 and education related insights, articles and news.
- Responsible for new business with revenue target of AED 1.2 million

### **Books Kinokuniya Dubai Br, Dubai Mall**

Kinokuniya, a renowned international bookshop chain with its headquarter in Tokyo, Japan and world class stores spread over countries like America, Singapore, Indonesia, Malaysia, Thailand, Australia, Taiwan.

The store in Dubai Mall is a massive 37,000 square feet wide paragon book gallery which stocks more than half a million books and thousand magazines in English, Arabic, Japanese, French, German and Chinese at any given time.

Kinokuniya also operates a wholesale division (Direct Sales Office – DSO) that caters books to the educational institutions, corporate and government sectors across the region.

### **Manager Dubai Sales Office, (2017 to 2019)**

- Accountable for Institutional and Corporate sales in UAE & other GCC countries.
- Managing the day to day operations of the Wholesale division which includes direct sales, marketing and business development and people management.
- Managing key accounts of Government organizations, Corporate, Universities and Schools segments, mainly the British & American curriculum schools.
- Key Accounts include Gems Education, Al Dar Academy, Bloom Education, Mohammed Bin Rashid University Dubai, Khalifa University Abu Dhabi, Petroleum Institute Abu Dhabi, UAEU Al Ain, Taaleem Group, Repton School Dubai, Prime Minister Executive Office, Ministry of Education, DEWA, Dubai Municipality, Bvlgari Hotels, etc. are some among the clientele.
- Managing the Kinokuniya's campus store in University of Wollongong Dubai. Arrange the supply of curriculum based text books for each semester on a timely manner.
- Organizes book fairs and other sales related activities in all the major Schools, Universities, Government Departments, Hospitality sectors across this region.
- Successfully negotiates and communicate timely with all the major publishers, distributors and other local suppliers.
- Developed sales road map of 4 Million from highly competitive market.
- Overall responsibility for strategic sales management, channel sales management, deployment of sales strategies & business development.
- Current Sales Turnover: AED 2.3 million. – Sales & Market Development Plan.
- Prepare reports and implements sales strategies in accordance with the Kinokuniya Wholesale wing in Singapore and Thailand.
- Developing the team with proper training on sales activities, publisher negotiations, ordering and timely deliveries.
- Reports to Managing Director.

### **Arora Group FZC, Sharjah Airport Free Zone, Sharjah.**

Arora Group FZC is incorporated under Arora Group of companies, dealing with the distribution of Educational books and other materials of International publishers like McGraw-Hill, Pearson, Hodder Education, Cambridge University Press, Oxford University Press, Harper Collins, Nelson Thrones etc. etc. covering the schools in the area of Middle East.

#### **Sales and Marketing Manager, (2013 to 2017)**

- Accountable for all aspects of sales, marketing and business development.
- Involved in all sales activities covering all the major schools all over in U.A.E, Oman, Qatar, and Kuwait.
- Handling Corporate Sales Accounts, involve in sales and marketing with major schools under Bloom Academy Abu Dhabi and Al ain, Al Dar Academy Abu Dhabi, Innoventures Education Dubai, Taaleem Group Dubai, Gems Education, etc. (Brighton College Abu Dhabi and Al Ain, Al Yasmeen School Abu Dhabi, Al Ain International School, Dubai International Academy Dubai, Dubai British School, Greenfield School Dubai, Jumeirah Baccalaureate School Dubai, Up Town School Dubai, Deira International School Dubai, Emirates International School Jumeirah, Al Nahda School Abu Dhabi, Al Dhafra Private School Al Ain, British School Al Khubairat, Liwa International School Al Ain, Cranleigh School Abu Dhabi, etc are some among the clientele)
- Responsible for all the sales activities, covering the area of Oman and Qatar, Major Schools like Al Khor International Qatar, Doha College Qatar, American British Academy Oman, British School Muscat etc.
- Developed sales road map of 3 Million from a losing share in highly competitive market.
- Overall responsibility for strategic sales management, channel sales management, deployment of sales strategies & business development.
- Sales Turnover: AED 3 million. – Sales & Market Development Plan.
- Market Research and Intelligence by monitoring competitor activities.

- Prepare reports and feedbacks for devising and implementing sales strategies in accordance with the management.

### **Mohammed Bin Ghalaita Group, Dubai, UAE**

Mohammed Bin Ghalaita trading is incorporated under Mohammed Bin Ghalaita Group of companies, dealing with consumer products, consumer durables, consumer electronics and home appliances, covering the area of Middle East and African Region.

#### **Senior Sales and Marketing, (2007 to 2013)**

- Works collaborate with the top management in developing business opportunities by identifying market ready, relevant business models, partnerships and resources.
- Overall responsibility for strategic sales management, channel sales management, deployment of sales strategies & business development for products within all the major power retailers and key accounts in Dubai
- Developed sales road map of 9.6 Million from a losing market share in highly competitive market.
- Achieved the target with a marginal increment every year with revenue from 3.6 Million to 9.6 million from 2007 to 2013.
- Retained customers with better profitability with timely implementation of sales strategies and plans.
- Customer service responsibilities: Resolving quality issues in field; managing redistributors' network & their profitability
- Monitoring the different class of customers based on the profitability, turnover and cash conversion and managing effectively with timely management.
- Managing the constraints with the top management and cross functional managers based on the cash, space and time constraints.
- Spending time in the field with major customers on their strategic decision and key promotions.
- Infrastructure responsibility: Implementing world-class front-end execution practices by field sales team

- Supply chain responsibilities: Sales forecasting and secondary logistics management.
- Brand Activation: Implementing key brand sales plans on-ground
- Training & Development: Responsible for training & upgrading skill sets of 8 reporting staff.
- Conducting Market research and competitor analysis.
- Prepare reports and feedbacks for devising and implementing sales strategies in accordance with the management.
- ATL/BTL investment planning.

### **Sales and Marketing Executive, (2003-2007)**

- Successfully redirected and implemented with a proper initiation with the senior managers on the product market diversification.
- Achieve quantitative and qualitative targets assigned.
- Approaching directly to the clients with effective communications to the concerned department on the features, advantages and benefits of the products and promotion.
- Assisting the customers with proper training to promote the products to the end customers.
- Sales Turnover: AED 2.4 million. –Area Sales & Market Development Plan.
- Proper assessment of demand plans on various products and reported to senior managers.
- Time monitoring the availability of all SKUs in all assigned outlets
- Meet with the sales force and the retailers to understand the new product requirements and inform the same to the management for product innovations
- Provide market intelligence data to concerned managers from time to time.
- Responsible for bills receivable and timely follow up with customers and accounts department.
- Reporting the sales performance with details of product and customer wise report weekly to the management
- Finding the market movement on price, product, place and promotions and giving reports to the Marketing Manager.

- Competitor's performance, market and seasonal variations is properly monitored and reported to the management.

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## **EDUCATION**

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- MBA from SP Jain School of Global Management, Dubai (2011-2013)
- Bachelor of Commerce from Calicut University, Calicut, India (1998-2001)

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## **PERSONAL INFORMATION**

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Date of Birth : 26/01/1980

Gender :Male

Nationality :Indian

Marital status : Married

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## **ADDITIONAL QUALIFICATION**

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Expert in : MS Office (Word, Excel, Internet Explorer and Outlook)

Operating Systems : Windows

Packages : Microsoft Office, O' Level in Computer Applications (DOEACC)

License : Valid U.A.E License

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## **LANGUAGE**

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Fluent in English, Arabic, Urdu Hindi, Malayalam (written & spoken)

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## **REFERENCES:**

*Available on request*