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Hazees St, 50 Tourist Club Area  
Abu Dhabi-UAE

## CORE COMPETENCIES

- Regional Sales Management
- Customer Relationship Management
- Forecasting
- Account Management
- Sales Strategies
- CRM
- Business Administration
- Team Management
- Sales and Marketing

## CAREER PROGRESSION

1999 – 2002: Godrej Soaps LTD

2002 – 2004: Marico India LTD

2004 – 2006: TATA Teleservices Limited

2006 – 2007: Reliance Communication

2007 – 2011: VODAFONE India

2011 – 2017: CHORDIA Products

2017 – 2019: HEDSTART PVT LTD

2019 – 2021: H R I P L (STREAX Professional)

2021 – Present: ECOPACK Paper Cup

## ACADEMIC QUALIFICATIONS

- **MBA (Specialization in Marketing) 1998**

Institute of Management Education,  
University of Pune

- **Quality Management 1997**

Institute of Management Education,

- **B. Com 1996**

St. Thomas College, University of Raipur

# MOHAN GEORGE

## TRADE MARKETING AND BUSINESS DEVELOPMENT PROFESSIONAL

### Profile

Highly driven and Proven Trade / Shopper Marketing & Sales Professional with over 18 years of cross functional & Lower Gulf Regional experience in FMCG industry equipped with good knowledge & experience across Trade channels including Modern Trade, Cooperatives, General Trade, e Com, Wholesale & HORECA

Highly creative and adept at customer relationship management (CRM) and well-rounded and proven experience in creating Shopper & Outlet / Customer centric Brand activation platforms and in store executions

Strong leader of repute, with extensive knowledge of P&L Management, S&OP planning, Data analysis and strong advocate of purpose led sustainable and competitive growth.

### PROFESSIONAL EXPERIENCE

**Company : ECOPACK Paper Cup – Pune, Sales (West), July 2021 Till Date**

#### Job Description

- Fully responsible for Trade Marketing & Supply Chain function
- Lead a team of 2 Brand Managers & 6 Supply Chain Managers
- Shared responsibility of Working Capital
- Lead e Com Channel business
- Shared responsibility of top line budgets
- Fully responsible for A&P
- Business Partner / Suppliers' Management

#### ACHIEVEMENTS

- Achieved the recognition of Best Supply Chain department among by bringing down Average Trade working capital to supplier negotiations and stringent controls on stock management
- Conceptualized and executed a completely new process to manage A&Ps and developed a dedicated software which resulted in "Zero" unaccounted spends and archiving of activity records, supporting documents and in market spends within budgets
- Conceptualized and initiated the e Commerce presence for the Company and its Brands and took the business from a Zero base
- Reorganized the Trade Marketing Organization by assigning responsibilities by product categories and scheduled daily priorities for individual Managers to follow, towards being a disciplined organization with a common goal

**Company : H R I P Ltd. – Mumbai , BDO (Sales Professional Department)  
Oct 19 To Dec 21**

#### Job Description

- Apply and lead the commercial business strategy at the area level to
- achieve sell-in and sell-out sales targets,
- Act as guarantor for the image and policy of brands in the area,
- Develop trusting relationships with key customers in the area, including the
- area specific management of national salon chains,
- Perform monthly monitoring of the sales in/out for the major accounts,
- motivate sales teams in the area

## MAJOR ACHIEVEMENTS

- In Godrej Soaps Successfully campaign Lucky Gold Pendant Scheme where customer got one in Cinthol soap gather local media and gain trade repeat business
- Conceptualized super stockiest for speeding up logistic hindrance
- In TATA Teleservices Limited Executive launch of brand by appointing channel partners
- Conceptualized true value shoppe first time in India formulated

## MAJOR TRAININGS

- Advanced Negotiations
- Advanced Shopper Insights and Marketing
- Supply Chain Management
- Distributor Management
- Category Management
- Customer profitability Management
- Train the Trainer

## LANGUAGES

- English
- Hindi
- Malayalam
- Marathi

## PASSPORT DETAILS

- Passport No : V4471990
- Issue Date : 09-11-2021
- Issue Place : India
- Expiry Date : 08-11-2031
- Visa Status : Visit visa

## ACHIEVEMENTS

- Successfully launched Streax Argan Serum and Canvoline range and hold & Play

**Company : HEADSTART Pvt Ltd – Pune , S. R ,Oct 17 To Dec 19**

## ACHIEVEMENTS

- Setup the function to be in the sync with the objective of major 4 brands distributed by the company JAGUAR (Scissor), Super Silk (Hair Smoothing), Colorplex (Hair Spa) Skin Truth (Skin Care) and KINETIC (Nail Polish)
- KEVIN MURPHY Launch (Beauty Range) new brand to the company profile

**Company : Chordia Products( Pravin Masalawale ) Sales Jan 11 To Sept 2017**

## ACHIEVEMENTS

- Strategize mix box Snacks to achieved from 3LAK to 15LAK with in Span of 3 months

**Company : Vodafone – Pune Sales Department ,Feb 07 – Jan 11**

## ACHIEVEMENTS

- Awarded, I am the Best for Prepaid, Maharashtra for the month Oct -07
- For exemplary sales performance during the period 1 April-07 to 30 Sep -07
- received Circle Combat award for Best Prepaid Sales, Maharashtra

**Company : Reliance Communications – Kol, Sales ,Feb 2006 – 2007**

## ACHIEVEMENTS

- Among 3 top performers in the terms of business in India with doing more than 3 Cr. Of revenue per month

**Company : Tata Teleservices Limited, TSI April 2004 , Jan 2006**

## ACHIEVEMENTS

- Formulated big Launch show with 2000 shop owner to build a relationship and trust worthiness in region

**Company : Marico India Ltd.- Pune TSI , Sept. 2002–April.2004**

## ACHIEVEMENTS

- Received best Territory Sales (Spiderman) award for the year 2002-03 for parachute Hair oil 5ml bullet package by doing road show and achieved the highest ever sales in this category

**Company : Godrej Soaps Ltd.- Pune , Sales Officer, Jan1999- Aug 2002**

## ACHIEVEMENTS

- Conceptualized super stockiest for speeding up logistic hindrance,
- Lunch Successfully fair glow soap and fair glow cream
- Introduce all No 1 Series soap in the market
- Got the best kaizen for placing soap in petrol pump so they can exchange Soap when there is shortage of coins