

JERRY JOSE

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PLACE : DUBAI, UNITED ARAB EMIRATES



BACKGROUND

10+ years of experience in the field of sales & marketing, proficient in trade marketing, category management, sales analysis, business development and distributor management. Supervising the key accounts, merchandising & promoters' team. Designing planograms, developing merchandising standards, overseeing consumer promotions, negotiating with vendors, event coordination, trade activations & budget management.

WORK EXPERIENCE

Sales & Marketing Supervisor | EMIRATES WET WIPES FZCO, DUBAI **Apr2019 – Current**

- Responsible for WOW Brand Growth and Business Development for UAE Region
- Managing Distributor and optimally manage the allocated spend budget for the key accounts
- Initiate for marketing plans, promotions & POSM implementation across all trade channels
- To develop, launch and control all trade promotions for pharmacy and retail sales channel

Account Manager | ASIA PULP AND PAPER, DUBAI – UAE **Mar2018 – Mar2019**

- Responsible for managing key accounts for the region and achieving the set targets
- Developing trusted relationships, providing top level service & generating new business
- Analyze on the business performance, competition and market share time to time
- Making sales projection, studying pricing, developing strategies & increasing revenue

Category Manager | FINE HYGIENIC HOLDING, DUBAI – UAE **Nov2015 – Feb2018**

- Owning & developing the category, building the brand and growing the market share
- To plan the YMC, marketing activities and spending the budget optimally ensuring ROI
- Responsible for BTL planning and strategies based on the company goals for the year
- Ensure implementation of marketing activities, consumer promotion, POSM & sampling
- Coordinate with advertising agencies, suppliers, corporate center and support functions

Key Accounts Supervisor | FINE HYGIENIC HOLDING, DUBAI – UAE **Nov2014 – Oct2015**

- Developing trusted relationships with major clients ensuring they do not turn to competition
- Responsible for the development and achievement of sales through the direct sales channel
- Playing integral role in new business pitches, being responsible for effective on-boarding new clients
- Focusing on growing and developing existing clients, together with generating new business.

Trade Marketing Supervisor | FINE HYGIENIC HOLDING, DUBAI – UAE **Sep2013 – Oct2014**

- Creating annual plan for TM activities in coordination with the category managers
- To develop, launch and control all trade promotions for respective sales channels
- Prepare and update shelf planograms using category management tools
- Analyze the effectiveness of marketing campaigns, promo executions and trade activities

- ➔ *Spearheaded a team of 50+ merchandisers ensuring merchandising quality at all times*
- ➔ *Training and developing the team for efficient merchandising and implementations*
- ➔ *Designing competitive promotions, developing merchandising standards and planograms*
- ➔ *Conducting regular market visits to ensure the effectiveness of promos & planogram*

- ➔ *Assisting the Country Sales Manager in budget planning, channel wise sales analysis*
- ➔ *Reviewing and providing inputs for monthly sales forecasting and budget variances*
- ➔ *Monitoring and tracking for all competitor activities and market trends time to time*
- ➔ *Provide inputs for improvising promotions, planograms, displays, and shelf presence*

EDUCATION

- **MBA in Marketing** from University of Mumbai, India, 2003-05
- **Masters in Commerce** from University of Mumbai, India, 2002-06

STRENGTHS

- ➔ Leadership eminence, time management, ability to organize people & processes
- ➔ Creative, determined & organized person constantly working on self-improvement
- ➔ Positive & proactive attitude, flexible & adaptable to situations
- ➔ Superb team player, efficient, energetic & detail oriented

SKILLS

- Building Relationships, Key Account Management, Coordinating between departments
- Category Management, Shopper Marketing, Product Development
- People Management, Cost Optimization & Procedure Development
- Sales Forecasting, Demand Management, Research & Analysis
- Proficient in Microsoft Office, communication and written skills

ACHIEVEMENTS

- ➔ Handled multiple & additional responsibilities at Fine Hygienic Holding from time to time which saved huge cost to the company & merited me to get promoted regularly, giving me a chance to grow & lead many projects including Fine Culture Team & Internal Auditors team
- ➔ Championed and Implemented the Category Management Project at Carrefour & Lulu Hypermarkets by just using MS Office tools which enabled us to boost the MT sales upto 30%
- ➔ Prepared a case study on outsourced Merchandising productivity resulting into an efficient merchandising planning and savings on the manpower costs by 17% (\$200,000 Annually)
- ➔ Managed Private Label Business for Carrefour during 2012-13 and coordinated to launch promotion packs which helped for a 23% increase in total Private Label sales for Carrefour

TRAININGS

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|---------------------------------|--|-------------------------|
| ○ Practical Category Management | ○ Nielsen, UAE | ○ ExecuTrain, UAE |
| ○ Excel 2010 Advanced | ○ DNV, UAE | ○ SOS HR Solutions, UAE |
| ○ ISO 9001 & QMS Auditor | ○ Logic Management, UAE | |
| ○ Adv. Modern Trade Management | ○ Professional Selling Skills & Negotiation Skills | |

PERSONAL DETAILS

Date of Birth	23 JAN 1981
Nationality	Indian
Visa status	Employment Visa (Jebel Ali Free Zone)
Additional information	Socializing, Lead a Kids Club, Travelling, Team Sports