



DENIS JACKSON

AREA SALES MANAGER

PERSONAL PROFILE

Experienced Area Sales Manager with a specific interest in Retail and Distribution management at Regional and multi site level. In depth knowledge of Middle East and West Africa

CONTACT

✉ Deni343@hotmail.com

☎ UK 0044 7518120189

EDUCATION

Queens University Belfast
Bachelor in Social Policy and Sociology, 2003

SKILLS

- Exceptional communication and networking skills
- Experienced in recruiting, motivating and directing a multinational sales team to deliver excellent customer experience
- Proven track record in achieving full P&L KPI's

WORK EXPERIENCE

**Abela/Souqplanet Supermarkets, NCC Group
Abu Dhabi, UAE
Store Manager**

NOV 2009 - OCT 2019

Abela have 30 years retail history in Abu Dhabi and are seen as a quality supermarket. I was recruited to open and manage their new flagship store in Etihad Plaza, Khalifa City, Abu Dhabi.

The supermarket consists of 2000 square meters with a staff of 130.

Located very close to the airport and servicing Etihad Airlines staff the store has surpassed all expectations with above average net profit.

Annual Turnover of € 20 million with complete responsibility for P & L.

Most recently appointed as the first Online Sales Manager (Grocery) for eight supermarket branches for NCC group delivering exponential growth
For more information log on to www.nccauh.ae

WORK EXPERIENCE CONTINUED

Tasked with launching new flagship store and strategically position it as the leading grocery destination in its category

- Responsible for devising store layout
- Chose product ranges and displays
- Recruit, train and manage staff
- Carrying out store inspections to maintain high standards
- Conducting competitor analysis to maintain market position

Achievements

- Well designed store with focus on quality produce in fresh departments including fish counter, butcher, bakery and in-store restaurant
- Clean, bright well-merchandised store with good ambiance
- Happy motivated staff delivering excellent customer service
- Achieved favorable customer feedback and repeat customer visits
- Continuously improved store hygiene, stock availability and product displays
- Strong monthly results from A.D.F.C.A and in house Q.H.S.E inspections

Results

- Achieved above target sales and profitability +10%
- Staff costs at 5% of T.O.

Tasked with implementing ordering systems and warehouse management systems

- Receiving orders approving purchase orders and payment of suppliers
- Checking shortage, allocating and returning stock
- Carrying out monthly and annual stock counts
- Implementing cash control systems and managing expenditure

Achievements

- Set up robust system for stock ordering, stock rotation and waste management

Results

- Reduced wastage to 2% of T.O.

WORK EXPERIENCE CONTINUED

Tasked with the introduction of online grocery sales

- Establish processes for receiving customer orders online,
- Manage all aspects of deliveries
- Manage stock range and availability for online sales

Achievements

- High-value customer baskets
- Express delivery times
- Increased profitability

Results

- Delivering monthly online sales of 2.5 million Dirham
- Reduced out of stock to 0.7 %
- Reduce substitution to 0.5%

Bernies Blooms, Derry, Northern Ireland
Business Development Manager
JAN 2007 - NOV 2009

This involved setting up a florist business starting from inception, formulating a business plan, arranging finance, forming a short term marketing and sales plan, sourcing product through various suppliers. Much emphasis was spent on identifying potential customers and in generating interest mostly through taking part in exhibitions and in following up subsequent leads and converting into sales. Much time was therefore spent on personal selling and sales presentation. The main source of income is generated from weddings with supplier contracts established with local hotels.

www.berniesblooms.co.uk

Universal Sodexho Bonny Island Nigeria
Retail/Wholesale Manager

JAN 2005 - DEC 2006

This is a remote location; serving workers (and their families) involved in the gas (LNG) industry.

It called for diplomacy and flexibility in dealing with clients and staff alike.

Responsible for annual sales of USD.5,000,000. The main purpose of the supermarket is to act as a community focal point and also meet the requirements of the clients. In addition to this the supermarket also supplied the mess with supplies and also serviced two bars and a restaurant.

For more information view Universal Sodexho
<https://www.sodexo.com>

A.I.M.S. food machinery Al Ghatani Group, Dammam, KSA
Store Manager

1992 - 2004

This company was set up to service the food and beverage industries within Saudi and the Gulf. My role was to service existing customers and expand the customer base. I also was responsible for sourcing machinery worldwide for inclusion in turnkey packaging lines. Therefore I sourced machinery and customers, matching one to the other. Customers were food producers, dairies, bottled water companies, juice, and beverage companies. The machinery included FILLER SPECIALTIES, stainless steel bottle fillers, stainless steel packing tables, conveyors from Italy, capping machines, induction sealers, labeling machinery, inkjet coders. Also rotary/linear cup filling machines for filling, water/juice, yoghurt/desserts/ice-cream. Stretch and shrink labeling machines and tunnels. My role included sourcing the customer, selling the machinery, arranging secure payment, scheduling with the manufacturer, shipping, installation, after-sales service, and spare parts. References may be got from the following. www.filler-specialties.com. Owner Mr. Ron Slagh, tel. U.S.A. 616-772-9235 or rslagh@filler-specialties.com.

For more information view Filler Specialties

Also from A.I.M.S, contact owner Mr.Alan Marshall in Bahrain on tel. 009731 17585 Mobile. 0097339717585 and at processandpower@yahoo.co.uk

Karim Food Ind, Al Ghatani Group, Dammam, KSA
Regional Manager

1992 - 2004

Dammam-based dairy, manufacturing, juice, dairy, ice cream and water.

Market leader in juice produced under Karim and Afandi Brands.

Responsible for sales/profit/loss.

Sales, SR 25,000,000 per annum Riyadh only. Gross profit of 15 %.

The staff of 80, consisting of 22 salesmen plus helpers, 5 sales supervisors, 5 merchandisers, office and warehouse staff, mechanics. Tasked with increasing sales by 10% per annum, by recruiting, training, and directing a multinational sales force. Overall responsibility for sales performance, key account management, developing and controlling sales budgets.

Actively involved in monitoring market trends, development of product strategies and new product launches.

Al Marai Dairy, Saudi Arabia
Regional Manager

1986-1992

Responsible for sourcing products, recruitment, training, directing, and motivating a multinational sales team of 20.

Responsible for sales promotions, in-store demos, key account management, achieving sales targets, credit control, stock levels, logistics and storage of dairy products, and sales fleet maintenance.

For more information view Al Marai

<https://www.almarai.com/en/corporate/almarai/profile/>

F.W. Woolworth, U.K.
Regional Manager
1973-1986

Joined F.W.Woolworth as a school leaver accepted into the management trainee, program. I successfully completing five years of training before becoming a store manager in 1978. Job locations throughout Ireland and the UK.

Thoroughly conversant in all aspects of store management.<https://www.woolworths.com.au/>

E D U C A T I O N

Further Education

Chartered Institute of Marketing, UK
Certificate Passed in Marketing,
Principles & Practices of Selling,
Practice of Marketing. 1991

Higher education

Degree in Social Policy and Sociology, 2003 Queen's University, UK.

Education

Saint Columb's College, Derry, Ireland
O Level passed in English, Maths, Science, Irish,
French, History, Art and Religion.
A Level , Ancient History , French