

WORK EXPERIENCE

Director - Commercial Manufacturing

Merec Industries SA

12/2018 - Present

Processed Food Products

Mozambique

Key Achievements

- Led operations at Mozambique's largest milling company with 17 manufacturing units, producing 54,000 tons of wheat flour (soon expanding to 72,000 tons), 8,640 tons of maize flour, 11,400 tons of pasta, 1,500 tons of biscuits, and 2,400 tons of animal feed annually.
- Directed central region operations as Director Commercial, overseeing Sales, Marketing, Supply Chain (CPFR), pricing, inventory management, import-export operations, and logistics.

Chief Operating Officer Manufacturing

Africom Lda

09/2011 - 06/2017

FMCG, Processed Foods, Confectionary, Dairy & Beverages

Mozambique

Key Achievements

- As COO and Profit Centre Head, successfully drove topline growth, profitability, and ROI objectives for the organization.
- Delivered 18% YOY topline growth, managing a \$520M business (including produce of inhouse 14 manufacturing units of Merec Industries).
- Oversaw global procurement valued at \$150 million and managed an in-house fleet of 250 trucks/trailers, enhancing distribution efficiency.

Associate Vice President - Business Operations

Acme Cold Chain Solutions Limited

05/2008 - 08/2011

Processed Food Products, Dairy & Frozen Products

Delhi, India

Key Achievements

- Achieved approximately 25% cost savings by implementing strategic planning and process re-engineering initiatives.

Vice President - Business Operations

Vishal Retail Limited

08/2007 - 05/2008

Manufacturing & Retail (Supermarkets, Hyper markets, Convenios)

Delhi, India

Key Achievements

- Led Pan-India operations across 11 categories, managing 160 retail stores in 76 cities, 4M sq. ft. of retail space, 1.3M sq. ft. of warehouse space, and in-house apparel and FMCG manufacturing.
- Streamlined logistics by optimizing routes for 150 in-house and 70 contracted trucks and implementing GPS tracking for real-time shipments.

Head Operations

Y K Almoayyed & Sons

05/2004 - 07/2007

FMCG, CE, HA, IT & Tele-instruments, Furniture & Fixtures, Industrial & Building Materials, Automobiles, Heavy Equipment Machineries

Bahrain

Regional Manager - Supply Chain & Logistics Manufacturing

Samsung India Electronics Limited

11/2000 - 04/2004

Consumer Electronics, Home Appliances, IT & Tele-instruments

Mumbai, India

Senior Manager - Logistics & Supply Chain Manufacturing

Parke Davis India Limited

11/1993 - 08/2000

Pharmaceuticals, Consumer Health Products, Confectionary

Mumbai, India

SNAPSHOT

Profile Summary

Overview

- Highly Accomplished and results-driven Director with over **thirty (30)** years of experience in Commercial Manufacturing, Logistics, Supply Chain Manufacturing, and Business Operations.
- Looking forward to be a part of an organisation in the roles of COO, Chief Commercial Officer, Business Head, Director Commercial (Procurement, Supply Chain & Logistics).
- Proven track record of developing and managing a diverse portfolio across FMCG, Food & Beverage, Dairy, Pharmaceuticals, Consumer Electronics, Home Appliances, IT & Telecom, Retail, Furniture, Services & Hospitality, Industrial & Building Materials, Heavy Equipment Machinery & Automobiles.
- Proficient in driving commercial strategies, optimizing operations, and managing end-to-end supply chains, product development, and distribution systems.
- Skilled in formulating and executing comprehensive plans that span procurement, manufacturing, marketing, sales, and customer service to enhance profitability and drive sustainable growth.
- Adept at building strong vendor relationships, expanding market reach, and ensuring cost-efficient, high-quality product delivery.
- Ability to handle multiple projects simultaneously with a high degree of accuracy.

Key Career Accomplishments

Detail

- Received Best Distribution Centre Award for 2002 & 2001, a Pan India internal SCM competition.
- Directed company operations, integrating sales and operations planning to achieve budgetary and financial targets.
- Designed and executed operating policies to align with overall corporate objectives and ensure streamlined administration.
- Applied advanced methodologies, including Lean Management, Six Sigma, and BS7799, to enhance operational performance and efficiency.
- Analyzed market trends to develop strategic initiatives, streamline product categories, optimize assortments, and introduce new products.
- Led marketing collaborations across digital and traditional platforms, including TV, radio, online, print, and roadshows, to enhance brand presence.
- Created performance management tools such as financial ratios, KPIs, trend analysis, and forecasting to monitor and improve business outcomes.
- Acquired high-net-worth clientele by building strong partnerships and mobilizing corporate resources for new business opportunities.
- Optimized supply chain processes, including procurement, inventory management, order processing, and logistics, achieving cost efficiency and compliance.
- Developed and implemented long-term strategies to improve operational capabilities, ensuring effective budgeting and material planning for cost-effective procurement.

Trainings & Certifications

Detail

- **Three-day CEP course** - Management of Supply Chains and Customer Relationships (continuing education programme) (IIT Bombay) (2004)
- **Two-day seminar** - Supply Chain Management Forum (Institute for International Research, Dubai) (2007)
- **Three-day seminar with a workshop** - Procurement (2nd Annual Supply Chain Management & Logistics Forum) (2008)
- **Three-day seminar with workshop** - Think Sales, Sales Leadership Conference (Johannesburg, South Africa) (2013)

DETAILED WORK EXPERIENCE

Director - Commercial Manufacturing - Merez Industries SA (12/2018 - Present)

- Lead the commercial strategy, aligning sales, marketing, and supply chain operations with the company's long-term growth objectives and competitive positioning.
- Develop strong partnerships with distributors and retail networks to drive market penetration and brand visibility and ensure widespread availability and customer satisfaction.
- Lead the optimization of end-to-end supply chain processes, ensuring agility, cost efficiency, and uninterrupted product availability to meet market demands.
- Spearheaded global procurement and logistics strategies, leveraging advanced systems and efficient networks to ensure seamless operations and robust distribution capabilities.
- Inspire high-performing teams, driving innovation, accountability, and operational excellence to achieve goals, enhance profitability, and reinforce market leadership.

Chief Operating Officer Manufacturing - Africom Lda (09/2011 - 06/2017)

- Drove business growth across Mozambique, South Africa, Zimbabwe, Zambia, Swaziland, and Malawi by building a strong distributor network and implementing targeted channel programs for traditional and modern trade, institutions, wholesale, and HORECA.
- Consolidated and aligned marketing and sales activities by developing tailored channel and customer-specific marketing plans, driving brand visibility, and closely monitoring market trends and performance to optimize market share.
- Leveraged deep insights into customer behavior and market intelligence to create competitive strategies, tracking competitor actions and developing tactics to stay ahead in a dynamic market.
- Developed and executed "go-to-market" strategies, successfully launching new products and driving seamless customer experiences, fostering long-term revenue growth and customer loyalty.
- Focused on driving sustainable business growth by continuously enhancing customer engagement, optimizing distribution channels, and positioning brand as a market leader across diverse sectors.

Associate Vice President - Business Operations - Acme Cold Chain Solutions Limited (05/2008 - 08/2011)

- Led Pan-India operations, driving business growth, penetrating new market segments, and enhancing brand presence to ensure business excellence and sustainable growth.
- Directed vendor development for Food/Dairy and processed products, building strong partnerships with stockists and customers for smooth operations and consistent delivery.
- Conducted opportunity analysis, monitored market trends and competitor activities, and developed strategies to capture market share and stay ahead of industry developments.
- Successfully expanded business into new geographies, building long-term relationships with distributors and securing high-profit accounts with excellent retention and loyalty rates.
- Developed a retail experience strategy to enhance customer satisfaction and drive sales through micro-marketing, regional brand management, and effective customer planning.

Vice President - Business Operations - Vishal Retail Limited (08/2007 - 05/2008)

- Led product strategy, brand positioning, pricing, advertising, and product launches, ensuring alignment with market demands and business objectives.
- Defined and managed sales/distribution strategies, like trade terms, customer benefits, and loyalty programs, in close collaboration with the team to drive revenue growth & customer satisfaction.
- Developed and integrated buying strategies to optimize the potential value of supply markets, ensuring cost efficiency and maximizing value for the business.
- Played a key role in transforming the supply chain from a cost center to a profit center, enhancing operational efficiency and profitability.
- Implemented advanced warehouse management techniques, such as barcoding, scientific stacking, and online shipment tracking, improving inventory control and operational efficiency.

Head Operations - Y K Almoayyed & Sons (05/2004 - 07/2007)

- Managed global operations across six verticals in Bahrain, Qatar, and UAE, overseeing global procurement worth \$125 million and driving operational efficiency across diverse markets.
- Expertly handled a global B2B vendor base, implementing performance evaluations, vendor audits, and developing new sourcing channels to ensure supply chain resilience and competitiveness.
- Streamlined distribution operations, enhancing logistics systems and inventory control processes, ensuring timely deliveries, proactive service, and cost reduction.
- Achieved \$5 million in cost savings via effective vendor management, procurement negotiations, inventory liquidation, and warehouse consolidation, while ensuring compliance with standards.

Regional Manager - Supply Chain & Logistics Manufacturing - Samsung India Electronics Limited (11/2000 - 04/2004)

- Spearheaded supply chain functions as profit center head for the western region, optimizing inventory management and logistics, including the liquidation of slow-moving and damaged stock.
- Established a cost-effective C&F agent network, managed relationships with CHAs for timely imports clearance, and oversaw multi-modal logistics (ocean, air, surface, rail) across domestic and international markets.

Senior Manager - Logistics & Supply Chain Manufacturing - Parke Davis India Limited (11/1993 - 08/2000)

- Developed and implemented strategies for inventory management and throughput, aligning with business objectives, while enhancing operational efficiency through optimized stock location, order picking, and performance reporting to reduce costs and improve productivity.

EDUCATION

Graduate in Commerce

Andhra University, India

Associate member of the Institute

The Cost & Management Accountants of India of ICWAI

TECHNICAL SKILLS

Team Building and Leadership

General Management and Leadership, Operational Excellence, Corporate Mission & Vision, Vendor Negotiation, Compliance and Regulatory Standards, Data-Driven Decision Making/Support, and Automation Systems.

Business Operations/Logistics/SCM

Supply Chain Management, Inventory Control, Logistics Optimization, Demand Planning, Order Fulfilment, Lean Manufacturing, Forecasting and Replenishment (CPFR), Procurement Strategy, Transportation Management, Supply Chain Analytics, Contract Manufacturing / 3 PL, Multi-modal Logistics, International Trade & Customs Compliance, Warehouse Management Systems (WMS), Warehouse Layout Design, Production Planning, Strategic Sourcing, Cost Reduction Strategies, Supplier Performance Monitoring, and Cost-to-Serve Analysis.

SKILLS

Effective leader

Attention to detail

Adaptability

Professional Demeanour

Strong Decision Making

Enthusiasm

Critical thinking

Time Management

Interpersonal communication skills

Multitasking

Proactive

Flexibility

Organizational and strategic planning

Conflict resolution & problem-solving

Professionalism & strong work ethics

IT SKILLS

MS Office/Work Related Packages

Expert

- MS Word, MS Excel, MS Outlook, MS PowerPoint
- Six Sigma, E-Commerce (B2B/B2C), SAP R4, Oracle Financials

PERSONAL DETAILS

Availability/Notice Period: 60 Days

Nationality: Indian

Visa Status: Valid visa - Mozambique

Marital Status: Married

Languages: English, Hindi, Tamil, Telugu, and Malayalam (Spoken, written & read)

Driving license: Issued by Government of India, Bahrain & Mozambique

REFERENCES

Reference will be furnished upon request.