# GADDAFI WAHAB

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I have work experience in Pakistan & Saudia Arabia leading FMCG and Beverage Industry Nestle Pakistan , Pepsi cola Islamabad , Sadafco & SIDCO. My career summary is
- **Sales & Distribution Operations Experience of FMCG industry (Nestle Pakistan, Pepsi cola – Islamabad Pakistan,SADAFCO & SIDCO Ksa) .
- Recognized for strategic planning, Forecasting , Execution and Evaluation.
- Identifying and Pursuing New business opportunities leading to sales growth.( Modern Trade , Traditional Trade , Whole Sale & OOH )
- Persuasive, hard working and ability to work under pressure to consistently meet deadlines.
- Display of strong interpersonal skills within the company and for acquiring New Business Accounts Development and Deliver
- Successfully integrate solid management, business development and personnel leadership in pursuit of goals and
objectives.**

**-**Successful Management of Distribution Network As per company Policies (Third Party Distribution)

-Team Development & Management.

-PnL Management.

Special Skills:

Sales & Distribution Operations (Milk UHT , Tomato Paste ,Ice Cream , Beverages Category) , Channel Management , Direct Sales , CRM , Modern Trade , B2B , B2C Proficient in Ms-Off , Route Manager 2000 , Good Communication and Managerial Skills Excellent PR.

**Education: Master In Public Administration - University of the Punjab Lahore Pakistan**

 Professional experience: 

Operations Manager SIDCO(Saudi Industrial Detergents Company)

From Jun 2020 Till Dec 2020

* **Head Of Operations (SIDCO)** Makkah Mukkarama.Region .
* Plan & Execute Strategies For New Business Development, Distribution with Focus on B2B Approach.(Modern Trade,Horeca,Consumer Sales ,Industrial , Veterinary & Private Labels ) .
* Coordinationation with Marketing & Legal Team for Annual Contract with New Customers.
* Execution of Marketing Activities in Defined Region.
* Budgeting and Controlling of Financial and Promotional Activities in Defined Region.
* Team Development & Management.
* Coordination with Finance, Supply chain, Production For Customised Products .
* Managing Sales operations with Team of Supervisor’s,Team Leaders,Merchandisers and delivery staff
* Total Manpower / Head count responsibility of 20 personnel (Sale’s Supervisors, TeamLeaders, Merchandisers and Sales men) with 4 direct reports.

Business Manager –Organize Trade (Saudi Dairy & Food Stuff Company) 21stMarch 2016 Till 20th March 2019

* **Head Of Department** Modern Trade+Out Of Home Channel Makkah Province(Ambient + Frozen).
* Resposible For 44% Share of Total Business (MT 36%+OOH 8 %)With Average Sale of 4.7 Million SR.
* Plan & Execute Strategies For New Business Development, Distribution & Replenishment.
* Coordinationation with Marketing & Legal Team for Annual Contract with IMT,NMT & LMT Customers.
* Designing Promotions for National & Local Key Accounts & Customer Retention.
* Marketing Activities in Defined channel.
* Budgeting and Controlling of Financial and Promotional Activities in Defined Region.
* Chiller & Distribution Management.
* SEBA & MSFA Execution in Sales Operations.
* Team Development & Management.
* Coordination with Finance, Supply chain ,Production and Hr.
* Managing Sales operations with Team of Supervisor’s,Team Leaders,Merchandisers and delivery staff in Makkah Operations.
* 12% Growth (MT) & 60% Growth (OOH) Over 2017 Highest in Sadafco Ksa Operations.
* Execute New Strategies for RTM.
* Total Manpower / Head count responsibility of 30 personnel (Sale’s Supervisors, Team Leaders, Merchandisers,Salesmen & Delivery Men)with 4 Direct Reports.

Sales & Operations Manager(HOD) Pepsi Cola Islamabad 22nd Nov 2011- 8th Feb 2016

* **Head of Department** Managing Total **Business and Operations** Management of Aquafina Bulk Water **(Pepsi cola)** Home ,Office & Retail channel 22.7 liter s.k.u with distribution network of 8500+ customers on a weekly basis in North Region(Isd, Rwp & Outstations).
* Take over a **New Region** from **scratch** and made to deliver the best. **Hired quality Resource** through extensive interviews, **Developed Systems & Ensured distributors** Profitability through **Business development and penetration in Market .**
* **Develop and Appoint Third Party Distributon** Set up to Serve the customers .
* **Forecast Annual Budget and Close Interaction** with Production and Supply Chain DepartmentsTo Meet the objectives .
* Development and execution of all operational SOP’s, Financial and Strategic Activities focusing on customer expansion, increasing productivity and enhancing efficiencies by developing optimal product / customer service mix.
* Development of customized channel Point of purchase communication, promotional activity, and special BTL activities designed to increase Aquafina bulk water market share and strategic presence in all channels.
* Management of five Separate key departments within the overall scope of the business which are:
- **Call / customer services** center .
- **Sales Division** ( Distribution of Aquafina by Pepsico Intl in Twin Cities Isd ,Rwp & Outstations,).
- **3rd Party Distribution** ( Proposed - automated real time distribution system utilizing palm pilots for all customer transactions with a central link to the RM 2000 software) Production and Supply Chain.
- **Event Management**,Asset Management and Loyalty Program.
- Total Manpower / Head count responsibility of 85 personnel (distribution and company staff) with 20 direct reports.
* Developing market intelligence .
* Delivered 34% growth in 2015. Highest in Pakistan Aquafina Bulk Water (Pepsico) in the hard times of competition and economic instability and gained phenomenal market share growth through various innovative distribution modeling initiatives.
* Won the "Region of the Year" award for 2015.(Pepsico).
* Highest Avg Rated Price across the Country in Aquafina Bulk Water Operations(Pepsico).

Area Sales Manager(Nestle Pakistan Ltd)  June 10 – 10th Nov 11

Major Responsibilities

* Responsible for Lahore Retail water biggest Territory with the average volume of 1400 Tons
* Responsible for 6500+ Retail Out lets of all class and Key Accounts in defined area for the distribution of Nestle Pure Life (PET) .
* New Business Development and Sales Target achievement in defined area as per **OPL**.
* As per OPL Finalise the Agreements on Yearly Basis with Key NMT & LMT Customers.
* Availability and Visibility of all Sku’s of Nestle Pure Life in Defined area.
* Maximum Penetration in Defined Area Market.
* Responsible for all financial activities involve in sales & Distribution of NPL. . ( TTS etc)
* Proposing all the BTL activities for defined area.
* New Business Development and Acquisitions In General Trade & Key Accounts.
* Route Engineering and Chiller Management.
* Man Power responsibility of 45 personals with 3 Direct Reportees.
* Managing Third Party Distribution Network.

Area Sales Manager HOD Nestle Waters Faisalabad Feb 08 – June 10

* Total Business and operations management of Faisalabad Region included Faisalabad city, Sargodha, koshab, jhang, jaranwala, tandlianwala, and toba tak Singh for H&O and Retail water operation with distribution network of 6700+ customers on a weekly basis.
* Responsible for **New Business Development** in all segments of HOD ,Commercial,Residential and Retail.
* Cordination with Finance Department on all regional financial KPI’s.
* Coordination with Water Group Marketing Team For all ATL and BTL activities in Region as per decided in Commercial Planning.
* **Key Liasion with Production Team and Bottle management Department.**
* Total Manpower/Head count responsibility of 35 personnel(distribution and company staff)with Ten Direct reportees (1-SSE,2-Territory Incharges,2-CSE,5-Sales Associates)
* 95 % target achievement in Bottle sales 09.
* Ever Highest Achievement In Chiller sales in 09.
* Successful Launch of 5 G and 3 G in out stations Faisalabad region by meeting dead lines.
* Successful increase in productivity and drop size through proper planning with in Faisalabad region.
* 10% RIG in 5 Gallon Operation in Faisalabad Region year 09.
* Three More areas proposed for launch of NPL 5 Gallon retail operation.



Area Sales Manager (Water Retail Business Lhr) Jan 07 – Feb 08

Major Responsibilities

* Responsible for 3200+ Retail Out lets of all class in defined area for the distribution of Nestle Pure Life (PET) in Lahore.
* Sales Target achievement in defined area set by Management.
* Availability and Visibility of all Sku’s of Nestle Pure Life in Defined area.
* Maximum Penetration in Defined Area Market.
* Responsible for all financial activities involve in sales & Distribution of NPL. . ( TTS etc)
* Proposing all the BTL activities for defined area.
* New Business Development.
* Route Engineering and Chiller Management.
* Man Power responsibility of 26 personals with 1 Direct Reportees.
* Try to be the best in competitive environment.

Area Sales Manager ( HOD Lhr) July 03 – 31st Dec 06

* Sales Activities of 5 Gallon in Defined Territory of Model Town with distribution network of 7500+ customers on a weekly basis.
* Additional responsibility of Launch and Sales of 3 Gallon retail sku in Lahore market.
* Distribution (automated real time distribution system utilizing palm pilots for all customer transactions with a central link to the RM 2000 software).
* Total Manpower / Head count responsibility of 20 personnel (distribution and company staff) with 2 direct reportees. (Territory In charges & Sales Associates).
* Increase in business share from 22 % to 29 % in total bulk water business.
* More than 100% target achievement in defined territory.
* 47 % RIG over last year highest with in Lahore HOD operation.
* 128% RIG in 3 Gallon Operation in Lahore retail market.

Territory Development Executive (Nestle Waters-HOD) Sep02 - June03

Territory In charge (Nestle waters-HOD) Oct 01 - Aug 02

Sales Associate (Nestle Waters-HOD) May 00 - Sep 01

Research Associate (Nestle Waters-HOD) Feb00 - April 00

Assistant Manager Sep 98 - Nov 99

Al-Deen Rice Mills Pvt. Ltd. (Orient Occident)

Honors and Awards:

* In recognition of my efforts in Home and Office business Lahore, Managing Director of Nestle Pakistan Ltd awarded me.
* Won for Nestle Waters Pakistan (as a leading team member)the International Nestlé Pure Life Trophy 2002 “Global Business Best Practices competition*”* being held for the first time and announced by Nestle Waters France amongst 18 countriesin Asia, Middle East, Latin America and Oceania*.*
* Awarded Gold medal on Highest Productivity In Lahore bulk water operation by Mr. Patrick lemon head of nestle water “AOA”.
* Awarded Excellence Certificate For continuous growth in define territory for year 2004, 2005 & 2006 (42%, 57% & 47%).
* Special Project on Lahore Population and Market Potential for Retail as well as Home & Office Business.
* Awarded on Highest Growth (40% 38% and 34%) and average Rated Price in Aquafina Pepsico operations Nationwide from 2013-2015 .

Training Session:

* Route Manager 2000 (Nestle Pakistan Ltd)
* Performance Coaching ( Nadeem Chohan Navitius)
* Customer Services ( Naseem Zafar Iqbal & Waqar Ahmad CMD)
* Power Presentation ( Andaleeb Abbas IMS)
* Route Engineering ( Moeed Mehta)
* Living For Results (Andaleeb Abbas IMS)
* Communication Series ( S.K.Malik SENSAI )
* Global Positioning Satellite ( Mr Wang UPS Singapore )
* Business Development ( Mr Hai Hong Intl Training Manager Nestle Waters )
* Decision Making Paradigms ( Nadeem Chawhan Navatius )

Internship: Ravi Rayon Ltd July1997 to Sept.1997

References:

Mr. Malik Asim Awan , COO , Pepsi Cola Islamabad Pakistan .(0092-333-4112233)

Mr. Kashif Rafiq Territory Commercial Manager CCBPL Pakistan(0092-3008-435-531)

Mr. Muhammad Ali Rauf ,GM Sales & Marketing Pepsico Intl-(0092-300-8595461)

Mr. Naveed Zafar , Head Of Sales , Mondelez Pakistan (0092-313-4444401)