



ADEEL ALVI






Riyadh, Saudi Arabia

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Synopsis:

- Dynamic & accomplished professional with 21 years of versatile experience in sales & business development.
- Last role was as National Sales Manager in Ayan Holding (Unifood) - Pasta, Canned Food, and sweets foods
- In-depth exposure in Key account, Retail Sales, Wholesales Distribution, Export & Channel Management.
- Creative strategist having ability to roll out & implement innovative corporate strategies to generate reasonable value for stakeholders.
- Versatile business manager with proven competencies in optimizing team dynamics uniting diverse agenda to common goal and harnessing strategic and operational drivers to deliver results.
- Capable of defining business mission and integrating resource strengths to deliver impeccable performances aligned to overall objectives.
- Highly organized, disciplined and task focused with fine-tuned analytical, troubleshooting and administrative skills.

CAREER GRAPH

| S.N | Position | Company Name | Year |
|-----|--|--|--------------------------------------|
| 1 | National Sales Manager (KSA) | National Foodstuff Manufacturing Company Ltd– Unifood (Ayan holding) Pasta , Sweets , and Cakes  | From (01-08-2021) To (30-09-2022) |
| 2 | Sales Manager KSA | Hoshan Pan Gulf Hoshanco Holding group of Companies FMCG Riyadh (5000 SKU)  | From (01-08-2010) To 30-07-2021 |
| 3 | Sales Supervisor Modern Trade/Retail and WS | National Biscuit @ Confectionery Co.Ltd Al Esayi Group Of Companies (FMCG)  | From (01-04-2008) To (31-07-2010) |
| 4 | Sales Representative (Modern Trade,Retail/WS B2b) | Orient Provision & Trading Company, LTD Food & Non-Food (Jeddah FMCG)  | From (01-11-2007) To (31-03-2008) |
| 5 | Relationship Officer Executive Customers (Banking) | (Citibank N.A) Branch Banking(Product's)  | From (26-06-2006) To (31-10-2007) |

ACADEMICS

- Bachelor of Commerce (Karachi University Pakistan)

AREA OF EXPERTISE

Strategic Planning

- Develop & implement strategic initiatives aimed at retention/ enhancement of market share & revenue.
- Distinguished for implementing innovative strategies which have subsequently become industrial bench marks.

Sales Management

- Analyse & review market response/ requirements and implement strategies for accomplishment of business goals.
- Identify business opportunities across market segments. Evolve market segmentation & penetration strategies to achieve targets.
- Analyse Sales & Brand Portfolio, Competitors objectives, demand forecasting, ageing projects
- Forecasting with Marketing team

Client Relationship Management

- Develop & maintain productive business relationship with clients for accomplishment of business objectives.
- Maximize client satisfaction through qualitative service in compliance to service levels.

Distribution/ Channel Management

- Identify & develop dealer network across the assigned territory.
- Maximize productivity of dealer personnel through periodic operational audits.

Team Management

- Guide & mentor team members in accomplishment of business objectives.
- Conduct need based training sessions for team members aligned to assessment of training requirements.

CAREER BRANDS LOGO



SALES RESPONSIBILITIES

- Lead and Manage a team of 40 people (Sector sales manager, Sales persons, Merchandisers, marketing executives) handling all LOBS (Credit, Cash vans, Food services, Wholesales and Keyaccount)
- Identify business opportunities and key accounts in KSA and work on models to develop the business with them
- Develop competencies and processes required to create an effective and efficient sales organization
- Provide leadership through effective communication of vision, active coaching and development while comparing sales results to goals and taking appropriate action to correct when necessary
- Provide sales management, budget control, compensation programs and incentive planning
- Ensure effective hiring, orientation, training, development, and retention of sales force
- Undergo regular field visits to observe and measure results as per pre-set plans
- Co-plan and manage the marketing team activities to ensure all executions are done as per the guidelines and deadlines
- Responsible for handling and maintaining key-customer relationships
- Work Closely with Logistics department to help in preparing processes and procedures that ensures timely, effective, and efficient deliveries
- Prepare the annual stock forecast and communicate with the planning department to ensure the stock arrival on time as per schedule
- Involve in product development through providing advice to the regional management on the products and prices that work in the market after doing a market research and competition report
- Monitor the profitability on regular basis and take corrective actions whenever required
- Ensure the product placement on shelves as well as planogram executions and category management as provided by the principals
- Maintain sales Targets every quarter
- Planned Quarterly meeting with sales team about new & existing product knowledge
- Market information relating to competitors, retailers, products, and consumers
- use a suitable marketing mix to achieve best possible results in line with overall objectives
- negotiate contracts with retailers and Modern Trade to facilitate sales increases, optimal shelf space and to be able to obtain good deals.
- To develop a comprehensive business plan: sales, marketing, purchasing, inventory management, profitability, with all considering macro and micro economic factors
- creative in using new marketing methods, and in finding the right product for the right consumer
- create POS material as well as any other promotional tools, keeping brand image and overall appeal intact.
- Coordinate and manage a promotional mix in a timely manner to reach target consumers with maximum penetration.
- control inventory management and costs: optimization is required on all fronts
- Responsible for all operational steps up forward, starting from item creation- (following up production, shipment, arrival, distribution to branches) – pricing marketing and then after sales studies
- Develop & implement strategies aimed at retention/ enhancement of existing market share.....

- Build & maintain productive business relationship with key decision makers across Major Accounts, Modern trade, Wholesale, B2B, Retail, Presales, Discounters, E-Commerce LOB.
- Involved in identification/ development of business opportunities in the target market segment.
- Conduct situation analysis of the company to assist in development of business strategies.
- Monitor performance of team members and render productivity enhancement feedback.
- Impart need-based trainings to team members aligned to business requirements.
- Monitor collection performance by district and national basis to secure fast collection and classify high and low risk customers to secure credit limit efficiency through accurate rotations
- Manage POSM material across KSA with merchandisers teams
- Forecasting yearly, Demand orders from distributes
- Follow Up ageing range 180+ across KSA, with action points

MARKETING RESPONSIBILITIES

- Owning and driving the marketing planning process in alignment with business priorities and regional marketing strategy.
- Having a Client-focused result-oriented approach to marketing, with emphasis on ROI.
- Deciding promo mechanics & thematic activations as per shopper insight by considering brand, category strategy and channel / customer.
- Developed & implemented marketing strategies that enhance the brand image and drive customer engagement to increase awareness, consideration and purchase.
- Developed 360° marketing plan for brands across ATL (TVC, Outdoor, Digital, Press, PR, Print) as well as BTL (Event sponsorship, Conferences, In-store) communication channels for Gulf.
- Identify and foster relationships with appropriate 3rd party associations and marketing vendors at the local level.
- Managed marketing budgets for impactful & ROI driven ATL/BTL spends.
- Shared Best practices, learnings, leveraged resources, innovation, etc.; to ensure cross-organizational alignment.
- Posted campaign evaluation to gauge effectiveness of marketing strategy in supporting business growth.
- Negotiated with vendors to get the most value from the marketing investment.
- Extensive regular travel to markets.
- Cross Functional communication with operations, sales, finance & Procurement.
- Coaching, retaining and evolving 4 direct reports to grow and achieve.
- Reporting to the CEO

WINNING PROJECTS

- Restructured the dept. for optimum performance.
- Created effective scheme of commission for team motivation.
- Seek improvement & motivate successfully.
- Develop business LTA agreements.
- Re-track the coordination links with other departments like operation, finance, marketing.
- Pricing change project with profitable
- Discount Structure scheme
- Early Bird plans seasonable
- Retail shops pricing project
- Liquidation Projects/ Ageing Project
- B2B Develop new channels include catering
- Modern Trade Contract & investment new policies
- New Classification customer structures
- Monthly Trade Offers projects with marketing team

VALUE OFFERED/CORE COMPETENCY

- Strategic & Tactical Planning
- Sales & Marketing Management
- P & L Management
- Compliance Management
- Profit Center Management
- Customer Service Management
- Operations Management
- Relationship Management
- Team Management
- Recruitment and Training Management

SUCCESSFUL AWARDS

- Fastest Growths National channels trade especially Modern trade & Retail
- Best Award 29% Achieve targets YTD
- Best Seasons Plans
- Best successful Forecast Plans KSA
- Best trade marketing plans

TRAINING

- Convention Meeting France, Germany 2019
- Sap 2 include Hana Cloud solution
- Oddo
- Managements Skills
- Sales & Marketing
- Marketing Training for Hoshanian management in Dubai every quarterly
- Paper world, Canton Fair , Food world exhibitions Dubai, China

PROFESSIONAL DEVELOPMENT

- Communication skills
- CBD collage 1 & 2
- Presentation skills
- Van collage 1/ Training moderators
- Coaching in the work place
- Listening effectively

Year of Birth: 1982; **Languages Known:** English and Arabic

