Abubakar Saddique   
Nationality: ​​Pakistani  
Date of Birth: ​​25/12/1977  
Marital Status: ​​Married

Employment History

**Regional Sales & Key Account Manager**

Beiersdorf – NIVEA, Saudi Arabia Nov 2016 - to date

Managing Channel of Modern Trade.  
Direct reports: 3 Sales Supervisors & 15 Salesmen.

**Primary Responsibilities:**

* Reporting to the Country Commercial Manager – KSA.
* Managing business with annual revenue SR **85M**.
* Nationally Handling & Negotiating the annual agreements with Key Accounts in center region (C4, Othaim, Lulu, Tamimi, Farm, Nesto, Sadhan, Amazon & Hunger station – Dark Store).
* Deliver monthly forecasting, trade funding mandates and timely deduction management.
* Improving the productivity (Customers Service level, Stock availability, Freshness, DSO and SDV).
* Participating with marketing team in preparing annual promo grid in order to be matching with
* key accounts annual calendar and ensure implementing with the accounts & sales team, as well ensure optimum allocation for trade budget by activity/customer, ensure achieving ROI and raise turnover.
* NPD Management by ensuring speed to market as per agreed action plan.
* Implementing the Category management across all key accounts according to agreements.
* Monthly reconciling the accounts with finance department to avoid discrepancies & Dues, as well reviewing the receivables with sales team on weekly basis.
* Building a solid & lasting relationship with the accounts to have a compatible work atmosphere.
* Quarterly business review with key accounts to share the results and presenting business development initiatives.
* Regularly visiting the market to oversee execution excellence of marketing and promotion activities,
* study the marketplace and consumers’ feedback and trends to capture the opportunities and counteract the challenges, monitor the competitors’ activities & pricing as well.
* Field Sales Team engagement and coaching to improve capabilities and sales performance to match set KPI’s.
* Successfully manage, coach, and develop Key Account Executives to effectively deliver targets.
* Ensure that master file is updated in customers’ system to match ours to enhance the service level.
* Reviewing annual PMP with the CCM one to one session to ensure that all set objectives are achieved.
* In 2019 we achieved #1 market share in MT as per Nilsen Nov 19 reading.
* Since 2017 Standing # 1 Position in Lulu as per Lulu EPOS
* Lead the development of account specific, customized POS reports, category management reports, trend analyses and shopper insights that deliver fact-based selling, sales stories and recommendations for account growth with both the customer and BDF.
* Conducting Quarterly Meeting with Regional Brand team (UAE ) to review share results.

**Area Sales Manager**

Beiersdorf – NIVEA, Saudi Arabia ​​​     Nov 2014 – Oct 2016

Managing Channel of Traditional Trade & Modern Trade – Center Region)  
Direct reports: 1 Sales Supervisors & 5 Salesmen.

**Primary Responsibilities:**

* Reporting to the National Sales Manager – KSA.
* Managing business with annual revenue SR 25M.
* Leading and managing van team building and operations in Riyadh Region in order to boost the market share for NIVEA Brand in TT & MT Channel through coverage, distribution, visibility and customer service level.
* Negotiating the annual agreements with Minimarkets top customers & convenience stores.
* Working and cooperating cross functional to enhance customers’ service level.
* Holding and managing the trade spend budget.
* Preparing and managing the trade promotions (Promo Calendar).
* Maintaining a solid, positive and professional relationship with customers.
* Ensuring that sales team and customers inside stores implement the business agreements.
* Field Sales Team engagement and coaching to enhance and develop their capabilities & performance.
* Improving the productivity (Customers Service level, Stock availability, DSO and SDV).
* Ensuring to have motivational, vibrant, multi-cultural and comfortable work environment.
* Accuracy in forecasting to maintain stock availability & freshness.
* Journey plans constructing by area & HHT Implementation for van team.
* Monitoring HHT reports on daily basis to measure set KPI’s (Coverage, Strike rate, Sales, Collection, and number of SKU’s in the invoice) to capture the opportunities.
* Conducting regularly market visits to oversee execution excellence, study the marketplace and consumers’ feedback and trends to capture the opportunities and encounter the challenges and monitor the competitors’ activities.
* Ensuring that all salespersons put into action the steps of call and execution standards on the ground.

**Acting Organized trade sales Manager (Senior Key Account Sales Supervisor)**

PepsiCo International (Snacks Division-Frito-Lay) Riyadh-Saudi Arabia July 2013 - October 2014

Managing key accounts in Riyadh Region (Othaim, Carrefour, Lulu, Sadhan, Jazeera, Euromarche, Nesto)  
 Direct Reports: 1 Supervisors, 5 Key Account Executives & 14 Merchandisers.

**Primary Responsibilities:**

* Reporting to the National Key Account Manager.
* Managing business with annual revenue SR 45M.
* Negotiating the annual agreements with Key accounts.
* Managing the sales team to achieve the company’s objectives as per AOP.
* Improving the productivity (Customers Service level, Stock availability, Freshness, DSO and SDV).
* Preparing and implementing the activities calendar with the accounts & sales team, ensure optimum allocation for trade budget by activity/customer, ensure achieving ROI and raise turnover.
* NPD Management by ensuring speed to market as per agreed action plan.
* Leading the Category management project in C4 Granada store.
* Ensuring that the sales team and customers inside stores execute the business agreements.
* Reconciling the accounts quarterly with the finance department.
* Building a good relationship with the accounts to have a compatible work atmosphere.
* Periodic business review with key accounts to share the results and presenting business development initiatives.
* Conduct regularly market visits to oversee execution excellence of marketing and promotion activities, study the marketplace and consumers’ feedback and trends to capture the opportunities and counteract the challenges, monitor the competitors’ activities & pricing as well.
* Field Sales Team engagement and coaching to improve capabilities and sales performance.
* Implementing & Developing the HHT and KPIs to the key account executives & Merchandisers team to measure set KPI’s.

**Senior Key Account Sales Supervisor**

PepsiCo International (Snacks Division-Frito-Lay) Riyadh-Saudi Arabia March 2009 – June 2013

Managing Top key accounts in Riyadh Region (Othaim, Carrefour, Lulu)

Direct Reports: 4 Key Account Executives & 8 Merchandisers.

**Primary Responsibilities:**

* Planning and executing the sales plan for assign customers and achieve the sales volume, market share, market execution and customer service objectives through effective leadership and maximum utilization of the sales team and ensuring successful achievement of sales and to safeguard & develop the company image in the market place.
* Develop an excellent Business Relation with Customer Head Office Team & Management Team as well as at Stores Levels.
* Agree with Key Customers for listing all new SKU's in Customers systems on time & as per CDA term.
* Budget management and monitoring, as detailed in the KA Monthly scorecard and budget tracker.
* Lead any reconciliation problems at Customer Head Office level if required.
* Daily target monitoring with secondary sales
* Proper market visit in daily basis to check product availability
* Management of Range selling and planning executions
* Work about the market analysis to saw competitor’s activities
* Conducting Business review meeting with Top Customers quarterly basis

**SSV & OT Sales Supervisor**

PepsiCo International (Snacks Division-Frito-Lay) Riyadh-Saudi Arabia March 2006 – Feb 2009

Managing key accounts & SSV customers in Riyadh Region (Sadhan, Jazeera, Euromarche, Room, Harbi, Baja, Wesam Al Arabi etc.)

Direct Reports: 1 Key Account Executives, 2 salesman & 5 Merchandisers.

* Achieving monthly and annual sales target for each customers.
* Collect payments on time
* Checking Selling prices regularly
* Communicate promotional activities to customers in line with company's policy
* Report any of consumer/customers complaints, competitor activities and business opportunity
* Ensure all administration duties are carried out efficiently and on time
* Maintain good relationship with of all customers
* Check stock in outlet's warehouse and maintain agreed stock levels.
* Ensure products are delivered on time and no returns
* Ensure LTA terms are executed accurately and report any change.

**Sales Coordinator– Key Accounts Channel**

PepsiCo International (Snacks Division-Frito-Lay) Riyadh-Saudi Arabia March 2002 – Feb 2006

* Part of the team when we implemented the PS&D system in PepsiCo KSA.
* Coordinate and process Customer's orders ensuring the timely progression of all orders through the system to final delivery.
* Liaise with Warehouse on dispatch dates, production on out of stocks, and Finance and authority level on credit holds.

**DTS VAN Salesman**

PepsiCo International (Snacks Division-Frito-Lay) Riyadh-Saudi Arabia April 2001 – Feb 2002

**Training Courses Attended**

* **Won Best Manager 6th Gear Competition Award in 2019.**
* PepsiCo Management Development Program and Team Building Program December 2013
* 1Store wars training "Pepsi AI Jomaih Training Center Riyadh, April 2013.
* Supervisor Skills Training Course 2012.
* Time Management Training Course 2012.
* Presentation Skills Course 2011.
* Handle with Care Training Courses 2011.
* Negotiation Skills Course 2010.
* Customer Management course (Jeddah-Holton-Frito-Lay) Feb 2010
* Coaching Skills "(Huthwaite lnternationai-Frito-lay). Jeddah, March 2009.
* People Management Training Course 2008
* Ownership on Route" (PepsiCo). Khobar, May 2006.
* Basic Selling Skills, Product Knowledge & Merchandising Courses" (PepsiCo) 200

**Education**

University Graduate.

**COMPUTER SKILLS**

Good knowledge of Windows and Microsoft Office Applications

**LANGUAUE SKILLS**

Fluent in spoken and written, English & Arabic

Contact details:

[Abubakar.Saddique@hotmail.com](mailto:Abubakar.Saddique@hotmail.com) – 00966 502806978