

# SOHRAB MOIN SIDDIQUI

+966 549649161

[sidsohrab@gmail.com](mailto:sidsohrab@gmail.com)

Riyadh - Saudi

As part of the sales team in Hettich MiddleEast, Al Rabiah Trading KSA, Al Rais Enterprises UAE & Asian Paints India LTD. I have gained 10+ years of professional experience in different areas Business development, sales, Marketing Department & 2+ years of professional buying experience. With proven ability to work with senior management, I have been a part and leading a new and dedicated sales team with the purpose of identifying and increasing prospecting dealers for channel sales.

Complimenting my experience in sales, I have also worked as a Business Development Executive in Insignia Paints C/o Paint Globe LTD., in Maldives & Tanzania East Africa. Working in sales department has given me the valuable experience of how marketing in FMCG companies are done and about the dynamic sales environment in Tanzania & Maldives.

Looking into the future, I would like to work in a different market to enhance my exposure and with a well-established yet growing organization, working as a Business Development, which will further enhance my sales & marketing skills as well as provide the opportunity for personal and professional growth and advancement opportunities, while adding value to the company.

## Key Strengths

- 1. Learning on the fly:** My urge to learn new things and openness to change helps me look at business problems in a holistic manner. I enjoy being given challenging and unfamiliar tasks & projects
- 2. Action Orientation:** My go getter attitude helps me accomplish difficult tasks with allocated resources and limited time
- 3. Problem Solving:** My energy, drive for results and structured thinking helps resolve complex business problems
- 4. Interpersonal Savvy:** I tend to make professional relationships quickly and can leverage on, if and when needed through formal and informal network
- 5. Sense of Urgency:** My action oriented approach makes me capable of having a sense of completing urgent tasks quickly and in due time

## Areas of Expertise

- Planning, development and implementation of new customer Engagement programs on different levels
- Registration and Listing of brands and company.
- Identifying and using innovative tools
- Coordination, execution and evaluation

- 8+ years exp. in selling decorative paints, sealants, adhesive.
- Handling projects with Apply - Supply concepts.
- Project & Channel experience
- Coordination, execution and evaluation of projects.



- Planning and development of new dealers & retailers in the territory
- Credit analysis
- Designing new schemes and promotions activity
- Upselling products and services
- Handling damage process

- 5+ years exp. in DIY related products Purchasing.
- Introducing new brands in Region.
- Sourcing new and innovative products
- Developing source of supply.

## Professional Experience

### **Sales Manager Hettich Middle East .** **Dammam, KSA.**

**Territory Handled :** Eastern Province- Dammam, Jubail, Al Haasa

**Product – Furniture Fittings and Architectural Hardware.**

**Brand- Hettich (Germany)**

#### **Job Responsibility :**

**Handling Distribution network Eastern region and introducing new products for KSA market.**

- Responsible for Handling Distributor, Retail Client-, SACO, Furniture and Kitchen Manufacturers, and Projects.
- Develop new business channels and products
- Planning and Implementation of Plan-o- gram.
- Designing offers and activities for stores, executing and managing activities.
- Corporate sales Manage and retain business at all existing accounts
- Product wise target achievement
- Product wise Sale tracking & Planning for sales
- Generating Leads from different sources.
- Customer Service & Relation maintaining
- Responsible for taking initiative making cold calls planning meetings to tap new customers.
- Interacting and building excellent rapport with our customers.
- Conducting research for marketing initiatives.
- Coordination and follow ups with other Departments
- Introducing new product lines in market.
- Price Negotiation
- Maintaining and Managing Inventory
- Planning Distribution of stocks for Sales
- Follow up with shipping and clearing agents
- Conducting research for marketing initiatives.
- Meeting Influencer

### **Business Development Manager, Al Rabiah Trading EST.** **Riyadh (KSA) C/O DAP & Rust-Oleum Brands – U.S.A.**

**KSA (July 2016- August 2020)**

**Brands/Products -**

**DAP (Silicon, Sealants, Construction Adhesives)**

**Rust-Oleum (DIY Paints, Decorative & Floor Coatings)**

**Major Accounts – Ace hardware, SACO, Abayat, Homeworks & Attkin.**

#### **Job Responsibility :**

**Handling Distribution network KSA**

- Handling Retail Clients Home Works, SACO,Attkin, and small retail hardware/Paints stand alone outlets
- Providing Training to sales staff and merchandisers at store.

- Planning and Implementation of Plan-o-gram.
- Designing offers and activities for stores, executing and managing activities.
- Corporate sales Manage and retain business at all existing accounts
- Develop new business
- Product wise target achievement
- Product wise Sale tracking & Planning for sales
- Generating Leads from different sources.
- Customer Service & Relation maintaining
- Responsible for taking initiative making cold calls planning meetings to tap new customers.
- Interacting and building excellent rapport with our customers.
- Conducting research for marketing initiatives.
- Coordination and follow ups with other Departments
- Introducing new product lines in market.
- Price Negotiation
- Maintaining and Managing Inventory
- Planning Distribution of stocks for Sales
- Follow up with shipping and clearing agents
- Conducting research for marketing initiatives.
- Meeting Influencer

**Business Development Executive, AL Rais Enterprises .**  
**U.A.E (Dubai) C/O DAP & Rust-Oleum Brands – U.S.A.**

**Dubai (September 2013- July 2016)**

**Brands/Products -**

**DAP (Silicon, Sealants, Construction Adhesives)**

**Rust-Oleum (Industrial Paints, Floor Coatings)**

**Job Responsibility :**

- Handling all Dealers located in territory.
- Corporate sales Manage and retain business at all existing accounts
- Develop new business
- Product wise target achievement
- Conducting Training for our Influencers and Applicators
- Product wise Sale tracking & Planning for sales
- Generating Leads from different sources.
- Customer Service & Relation maintaining
- Meeting Influencer
- Responsible for taking initiative making cold calls planning meetings to tap new customers.
- Interacting and building excellent rapport with our customers.
- Conducting research for marketing initiatives.
- Coordination and follow ups with other Departments

**Projects Sales Officer , Asian Paints (I) Ltd,**

Mumbai (August 2008 – April 2011)

**Territory Handled :** Western Mumbai/Central Mumbai (Mulund – Kanjurmarg) & Powai.

**Product – Decorative and Architectural paints.**

**Job Responsibility :**

- Handling Target of 4.25 Crore annually.
- B2B Sales.
- Handling all Dealers located in territory.
- Corporate sales (Handling Builders & Architect Segment).
- Manage and retain business at all existing accounts
- Develop new business
- Product wise target achievement
- Conducting Training for our Influencers i.e. Contractors and Civil Engineers
- Product wise Sale tracking & Planning for sales
- Generating Leads from different sources.
- Expanding Our contractor Network.
- Customer Service & Relation maintaining
- Meeting Influencer
- Assigning MS Contractor
- Settling CN of Dealer
- Octroi working for Dealer
- Responsible for taking initiative making cold calls planning meetings to tap new customers.
- Interacting and building excellent rapport with our customers.
- Conducting research for marketing initiatives.
- Coordination and follow ups with other Departments

**Business Development Executive, Paint Globe Pvt Ltd.**

**Rep. of Maldives C/O Sherwin-Williams – U.S.A.**

**Tanzania, Dar Es Salaam, Zanzibar. East Africa.** (May 2011 – July 2013)

Republic of Maldives (6 months on project )

**Job Responsibilities:**

- B2B Sales. Product – Architectural, Woodfinish & Marine coatings
- Handling Apply Supply Business for Company.
- Corporate sales (Handling Builders, Architect Segment, SME).
- Manage and retain business at all existing accounts
- Develop new business
- Product wise target achievement
- Development and implementation of the sales strategy to maintain and drive business growth.
- Development and implementation of the marketing strategy with a focus on creating
- and developing the brand, proposition and communications.
- Develop and administer Sales database which includes client and prospect information, mailing list applications, etc.

- Conducting Training for our Influencers i.e. Contractors and Civil Engineers
- Product wise Sale tracking & Planning for sales
- Generating Leads from different sources.
- Expanding Our contractor Network.
- Customer Service & Relation maintaining
- Meeting Influencer
- Interacting and building excellent rapport with our customers.
- Conducting research for marketing initiatives.
- Coordination and follow ups with other Departments

### Education

Education	Year of Completion	Institution
BBA (Marketing)	July 2007	Mumbai University
H.S.C (Science)	June 2004	Maharashtra State Board
S.S.C	June 2001	Maharashtra State Board
O Levels	May 2004	The City School – PAF Chapter

### Additional Skills

Trainings Attended	Languages Known	Tools
Success @ PMI – Classroom Training	English – Full Professional Proficiency	Microsoft Outlook – Professional Proficiency
Setting and Managing Priorities – E Learning	Hindi – Native and Bilingual Proficiency	Microsoft Word - Professional Proficiency
Improved Time Management Techniques – Learning		Microsoft Excel – Professional Proficiency
MS Excel Training – Classroom Training		Microsoft PowerPoint – Professional Proficiency

### Personal Information

Birth Date	11/07/1984
Marital Status	Married
Passport No	K 8942700
Nationality	Indian
U.A.E. Driving License No.	2121101

**References will be furnished upon request**