

# FAIZAL KARADAN

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Dammam - KSA

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## EXPERIENCE:



### SRACO Human Resources Company

MOL Approved Manpower Services Company in KSA, (from 2015 – Still) as a **Sales Director KSA.**



### Royal Friesland Campina

A MNC into Dairy products (from 2010 -2015) as MDM (**Market Development Manager**) In Eastern Providence.



### Asgharali Perfumes

A Bahrain-based Retail industry into perfumes for a period of 3 years – (Central and Western Region 2008– 2010) as **Sales Manager.**



### National Agricultural Development Company

An MNC into Dairy and Agriculture for a period of 6 years. - (South - 2001 to 2007), as a **front line** and later promoted as a **Sales Supervisor** then as a **Branch Manager.**

## TRAINING AND WORKSHOP ATTENDED

- ✓ Got training from Gulf Link for Sales and Development, three days in 2006.
- ✓ Got training from Nadec for increasing the distribution and penetrating the market.
- ✓ Got training from Tetra pack for the importance of tetra and dairy all over the world in 2006.
- ✓ Got training from Friesland Campina for “ Development of Management Trends – B2B” in Abu Dhabi 2012.
- ✓ Got training from Friesland Campina Academy for “Finance for Non-Financials - FCME” , in Jeddah 2013.
- ✓ Attended training on P2P (Procure to Pay ERP- SAP) at, Dubai in October 2014 (Thomson Reuters Accelus).

- Competition Compliance.
  - Dealing with Competitors.
  - Trade Associations and Exchange of Information.
  - Cooperation Agreements.
  - Distribution and Supply Arrangements.
  - Misuse of Market Power.
  - Document Creation and Retention.
- ✓ Got training from Friesland Campina for Immediate solution and negotiation skills, in Dubai 2014.
  - ✓ Attended the MINA Sales and Marketing Conference, three days in Turkey (Istanbul) 2015.
  - ✓ Attended most of the meeting in MOL (especially for manpower Service Company).
  - ✓ Got Training for Raw materials, Production, finished goods, pricing and distributions planning.
  - ✓ Got training for Export and Import Training 2022.

**ACHIEVEMENTS:** (Certificates will be provided on request)

- ✓ Received Award from the RBM of NADEC for the “*Best Center Result*” for the year 2005 and 2006.
- ✓ Received Award from the RBM of NADEC for the “*Best Sales Result*” and the “*Best in Controlling in Wastage*” for the year 2005.
- ✓ Received Award from the GM of NADEC for the “*Best Suggestion for the coming 2006*”, in the year 2005. (The competition held in NadeC on yearly basis).
- ✓ Received Award from the GM of NADEC for “*The Best Center in the Kingdom*”, for the year 2006.
- ✓ Received Award from SD of Friesland Campina for “*The Best performance*”, for the year 2012.
- ✓ Comparison of last period, SRACO HR gross profit went to a growth of 213%.

**SKILLS:**

- ✓ Fully capable of formulating Business Plan/ Strategies and Optimum utilization of the available resource.
- ✓ Entrepreneurial Attitude, Autonomous, Proactive, Responsible individual + Strong leadership and Management skills.
- ✓ Good Market Knowledge around KSA around the region, in all channels and sectors.
- ✓ Well-tuned Presentation & Communication Skills.
- ✓ Good Negotiation and Finalization Skills.
- ✓ Very good in B2B business and execution.

**OVERALL RESPONSIBILITIES HANDLED:**

- ✓ To manage a large team effectively.
- ✓ To “Build and Motivate the Sales Team”.

- ✓ To prepare the yearly budget for the region by channels, by month, by SKU's.
- ✓ Implemented the JCP in the region (HHC & GPS Location).
- ✓ To execution of B2B & B2C projects.
- ✓ Fully responsible for BTL and an involved in all ATL projects.
- ✓ Developing and implementing – channel program, Trade marketing strategy, Monthly activities canvassing.
- ✓ Launched WS Loyalty Scheme and the response was a growth of 13%.
- ✓ Actively focused on new product launch, Promo activities in all channels as well as Key customers.
- ✓ Following up with both the distributors/ sub distributors and ensuring and drive them to hit the company goals.
- ✓ To ensure the entire if's & But's is driven in a positive manner.
- ✓ To make sure all the KPI's has been executed to the right person at the right time.
- ✓ To "Train the Team" to the required potential in order to achieve the goal and objectives of the company.
- ✓ To propose the trade marketing and activity plan by channel.
- ✓ Negotiating and Finalizing the yearly Contract, Quarterly Rebate and yearly rebate with the customers (All Channel).
- ✓ To ensure the trade marketing activities as been executed at the optimum level.
- ✓ To "Hit the Target" and Budget assigned by the company.
- ✓ To organize with the Team and to hit the highest commission for the Team.
- ✓ To ensure the quality and quantity requirement of customers are met.
- ✓ To keep the operational cost at the lowest possible level.
- ✓ To coordinate with the export customers and ensure and arrange their requirements.
- ✓ To Assess and appraise all the team members, to ensure the right people are in the right job and are working to their optimum level.
- ✓ To ensure the stock and pipeline stock is met to hit the company goal.
- ✓ Proposing and budgeting promotion calendar in MT channel.
- ✓ To Development and train, the merchandise team to meet the current and future business needs.
- ✓ To ensure the B&D is always below and along with the Budget.
- ✓ To provide training to the WH team and ensure the FIFO is following.
- ✓ To ensure the performance by channel has been executed properly.
- ✓ The structure of LET, OOH, MT & WS channels as per the geographical area and requirement.
- ✓ To motivate and focus all the channels and customers.
- ✓ To ensure the forecast and allocation is made as per the market requirements, Daily, Weekly, Monthly and Quarterly basis.
- ✓ To provide the Marketing plan for the new launch products and rated SKU's.
- ✓ To coordinate with all the Key markets – Opening Fee, Listing Fee and Promotional Plans etc.
- ✓ To propose new plans and promotional budgets for all channel especially MT channel.
- ✓ To coordinate and motivate the supervisors and his team for the expansion of each team.
- ✓ To prepare the company sales budget of the Region/City.
- ✓ To ensure every opportunity is taken to drive both sales and margin.

**EDUCATION:**

Calicut University  
B.Com (**Bachelor of Commerce**) - 1996

PSMO College  
Kerala - India

**TECHNICAL KNOWLEDGE:**

Sound knowledge in every office management tools including Microsoft office (Every version) in different platforms.

Good experience on HHC (Hand Held Computer).

Sales Software's - Route Pro, SAP, ERP, MIS etc.

**DATE OF BIRTH:** 02/06/1975 - (47)

**LANGUAGE:** English, Arabic, Hindi, Urdu, Malayalam, Tamil etc.

**PERSONAL DETAILS:** Nationality: INDIAN  
Driving License No – 13/149439  
ID Status: Valid and Transferable