



# S. MOHD TAYYAB

## MARKETING HEAD

Trade Marketing • Brand Management • Product Marketing • Digital Marketing

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### KEY SKILLS

- Product Communication
- Agency Management
- Event Planning & Execution
- B2B/ B2C/ B2G Business Development
- Budgeting Allocation
- Product & Brand Visibility
- Media Relations
- CRM
- Product Launch
- Digital Marketing
- Training & Development
- Production Planning
- Team Building & Leadership

### CAREER GRAPH

- **Al Maha Ceramics SAOG, Oman** as Marketing Head || Apr 2020  
Marketing Incharge || Apr 2010- Apr 2020
- **Pidilite Industries (Mumbai)** as Section Head || Mar 2009 – Apr 2010  
Product Manager || Sept 2006- Mar 2009
- **Medley Pharmaceuticals Ltd (Mumbai)** as Asst. Product Manager || Feb 2006 – Sept 2006  
Management Trainee || Jul 2005 – Feb 2006

### PROFILE SUMMARY

Results-driven Trade Marketing professional, equipped with skills in delivering diversified trade marketing strategy programs to accomplish defined business objectives throughout product categories. Act as the key liaison between product development and buyers, devise marketing strategies in sync with brand strategy, and commercialize product launches across all channels of distribution. Ability to see a 'big picture' in a variety of settings – drives category strategies, and evaluate the performance of trade promotions, implement remedial plans to achieve maximum impact and returns. Instrumental in augmenting ROI on trade marketing spend by post-program evaluation and leveraging learning to improve future investments. Possess a natural tendency to elevate business performance, which spurs people to willingly give 100% effort and building a performance unit.

### NOTEWORTHY MENTIONS

- ↳ **Instrumental in attaining SUPERBRAND status for Al Maha back-to-back in 2020, 2021 & 2022**
- ↳ **Received several accolades for Al Maha - HM Sultan Award 2020, Oman's Most Trusted Brand Award 2019,2021, Oman's Best Performing Company Award 2015,2016,2021**
- ↳ **Improved packing, saving 33% PACKING COST, savings of USD 191 K in 2021**
- ↳ **Executed CORPORATE REBRANDING of Al Maha in 2018**
- ↳ **Executed IPO Launch marketing activities in 2014; the IPO was oversubscribed by ~ 20 TIMES**
- ↳ **Recognized as Project Manager in FEVIKWIK re-branding which was completed successfully in 2008**
- ↳ **Honored as Pidilite Champ for installing 500 Signboards PAN India in a span of 3 months in 2007**

### KEY PROFILE

- **Trade Marketing:** Drive annual trade promotion plans, including analysis of market conditions and resulting recommendations; manage trade marketing budgets, monitor investments in trade marketing initiatives and activities
- **Product Management Lifecycle:** Conceptualize strategic new product development plans for a product or product line through market research, competitive analysis, pricing, launch, customer engagement, and business planning.
- **Market & Consumer Research:** Keeping abreast of the customer, consumer trends, and latest ingredients technology available. Utilize market intelligence information for future decision-making and strategic business planning.
- **Business Management:** Drive entire P&L responsibility; set program objectives, measure ROI, and provide market-based insights and feedback to management through the scorecard process.
- **Retail Operations:** Lead forecasting of retailer (for showroom) specific sales benchmarks for new SKUs; ensure appropriate stock levels and product mix, take appropriate action, negotiate and leverage, to minimize returns and optimize revenue.
- **Product Communication/ Event Management:** Deliver trade promotional programs in designated channels with crucial customers; coordinate media placements, PR programs, host events, shows and participate in all community events.
- **Training & Development:** Build high caliber sales teams; impart successfully training sessions to the field functionaries to ensure the sales and operational efficiency.

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### ACADEMICS

- Master of Business Administration | MIM, Aurangabad, MS | 2005
- B.Sc. (Physics, Chemistry, Comp. Sc) | Dr. BAMU, Aurangabad, MS | 2003

### TRAININGS & CERTIFICATIONS

- Master Digital Marketing through LinkedIn learning.
- Trained in Microsoft Navision ERP
- Workshops attended for Leadership skills
- Certified Risk Management awareness by TUV SUD Middle East LLC.

### PERSONAL DETAILS

- Location: Sohar, Oman
- Languages Known: English, Arabic, Hindi, Marathi

### CAREER DETAILS

#### Marketing Head

Al Maha Ceramics SAOG, Oman | Apr 2010 – Present

*Leading the functions pertaining to Product Management & Brand awareness, retail development and event management, showroom operations, ensuring product promotions and brand visibility through merchandising, marketing collaterals, and retail POS monitoring. Ideating ATL/BTL/TTL marketing campaigns for brand coverage, event & launch, loyalty programs/sales in GCC & MENA. Organize trade fairs, tradeshows, local and international events, devise effective sell-in and sell-out campaigns. Assess retail channel (across markets) product portfolio, annual product strategy for 'Margin' to improve the profitability.*

#### VALUE PROPOSITION:

- Responsible for product lifecycle, NPD initiatives, and market rollouts.
- Strategized & implemented measures that established Al Maha Ceramics as a leading brand in GCC with **minimum expenditure and maximum ROI**.
- Administering budget of up to 500K USD for pre-defined activities like exhibitions, showroom merchandising tools, catalogs, digital displays, and other communication collaterals
- Develop and execute **market penetration strategies, Promotional calendar**, Merchandising.
- Launched **Signature Showrooms** at Head Office – Sohar & Muscat. Al Maha product displays in 110+ dealer showrooms across GCC & MENA.
- Robust **Production planning** for maximum yield at optimum COGS
- Transformed Al Maha from conventional tiles making company to **differentiated tiles manufacturer**
- Liquidated ageing inventory, brought down the **FG from 49 days TO 19 days, an all-time low**.
- Market research functions utilizing collated data to establish product positioning strategies on the basis of sales, CRM, PP, ASP, and stock analysis, etc.  
— **Improved margin of matured product portfolio from 3% to 9%**
- Interfaced with vendors/agencies for promoting marketing functions including buying, and executing media plans in outdoor, print, and online channels
- Pivotal in evaluating category plans to meet profit objectives; managed category-wise Annual
- Operating Plans (AOP) and Advertising & Promotion (A&P) plans

#### Section Head – Sales & Marketing – International Business

Pidilite Industries Ltd (Mumbai) | Sep 2006 – Apr 2010

*Led the functions pertaining to retail development, Pan India product promotions, cross promotions and brand visibility through merchandising, marketing collaterals, and retail POS monitoring. ATL/BTL marketing campaigns for brand coverage, Meets, events & launch, loyalty programs/sales in the selective regions. tradeshows devise effective sell-in and sell-out campaigns. New product development & launches, training & development.*

#### VALUE PROPOSITION:

- Administered Sales & Marketing for GCC, North Africa & Bangladesh.
- Holds credit for Fevikwik & Fevite brand rejuvenations through new packs & designs, line extension through Fevikwik in Gel form, Steelgrip submersible tapes & pouch pack for better shelf space & increased visibility.
- Launched 9 new products – Fevikwik Gel, PV Seal– PVC & UPVC pipe sealants, M-Seal Plumber, M-Seal Phataphat – Fast curing epoxy compound, Fevite Rapid, Teflon tape, Steelgrip - Submersible PVC insulation tapes, Zorrik Maintenance sprays, etc.
- Fevikwik, exploded in popularity humorous and smart ads. Ads like kuch bhi jode 5 rupaye me (can repair anything in 5 Rs), won the best creative awards at Asian Ad Awards.
- Interfaced with vendors/agencies for promoting marketing functions including buying, and executing media plans in outdoor, print, and online channels
- Played a key role in imparting target training session for plumbers, mechanics, electricians, to promote a new product
- Pivotal in evaluating category plans to meet profit objectives; managed category-wise Annual Operating Plans (AOP) and Advertising & Promotion (A&P) plans

#### Asst. Product Manager

Medley Pharmaceuticals Ltd (Mumbai) | Jul 2005 – Sept 2006

*Product Management of assigned product.*