



**hassan afshari**

Ref: C186-795

Years of experience: 17

Market Research & Trade Support

NetLube (Castrol Iran)

Age:

**38 years old**

Marital status:

**Married**

Military Service:

**Completed**

Current Location:

**Iran**

Nationality:

**Iran**

Preferred Locations:

**Iran , Iran , Iran**

Salary expectation:

**Not Specified/ Negotiable**

Mobile:

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www.irantalent.com

## WORK EXPERIENCE

MAR 2021

**Market Research & Trade Support** . 7 yrs 1 mos

**NetLube (Castrol Iran)** . Iran. Tehran . Tehran

FEB 2014

Castrol is the #1 lubricant manufacturer and a Sister Company of BP (British Petroleum)

Main responsibilities:

Supporting top Managers in management dilemmas and developing strategy to increase sales specially in inactive areas with Identifying SWOT and Recommend appropriate action to ensure achievement of volume targets at nationwide level.(success project provided; MCIS)

Analyzing Sales activities and running retail audit projects for setting STP.(Success dashboard provided; BEEP)

Planning, implementation and reporting all quantitative and qualitative market research projects. (success projects provided; Market size, Advertising effectiveness, A/B test, Brand health, Decision maker, mystery shopping and etc.)

Coordinating with Middle East Field Marketing Manager with regards to type of POSM, Branding, sampling and 360-degree Campaigns thorough International guideline and ensure implementation of standards.

Develop promotions plans(determining ways to cut costs) and working with external agency partners in ATL & BTL Activities.

Monitoring smuggle and counterfeit products, competitors' activities and Price tracking as a market intelligence.

Promoting relation between marketing and sales and work closely with Country sales manager as a Point of contact in Marketing.

Acting like a marketing manager in team leading, Reporting to CMO and CEO

JAN 2014

**Assessing Supervisor** . 4 yrs 11 mos

**Castrol Iran** . Iran. Tehran . Tehran

FEB 2009

Main responsibilities:

Conducting scheduled Assessing the sales and merchandising team Performance based on Approved Sheet Score by CEO and Middle East Field Marketing Manager and Ensure the Targets are SMART(up country and own team in Tehran).

Supporting Merchandising & Sales team Operations (hiring, Define incentive performance evaluation system, Professional training, Preparing route plan align with company strategies).

Controlling Sales and Merchandising daily reports (Shelf of share, SKU, Facing, Competitors Activities).

Identifying and assessing areas of significant business risks and define required action plans to minimize the risks.

Act as a Modern Trade and develop long term effective business relationship with franchised stores and distributors for Surveying the situation to have necessary qualification for branding investment and Controlling ROI.

Active participating in Sales and Marketing strategy, Team Building, Professional training and responsible for Merchandisers performance.

JAN 2009

**Key Account Executive** . 3 yrs

**Iran Canoon** . Iran. Fars . South Cities

JAN 2006

IC is a distribution Company was established in 1976 with the goal of distributing the Consumer Goods and Refinery Products

Main responsibilities:

Achieving annual B2B &B2C sales targets in a specific territory in South Provinces through guiding and leading the sales force, while maintaining the current market share and growing it according the defined strategies.

Implement long term customer strategic plan to drive sustainable & profitable business (Vision, Portfolio Management, Promotional Strategy)

Responsible for the achievement of P&L targets on franchised stores and distributors.

Monitoring team performance and Providing insight about key account for Merchandising Team.

Coordinating with logistics and depot for proper distribution of stock.

Suggest solutions that answer clients needs and wants

Manage and control the execution of company asset policies and Make sure of reconciliations to be timely done with finance.

Gathering report and communicate customers' feedback on service, distributors performance, technology and products delivery.

DEC 2005

**Merchandising and Sales Representative** . 2 yrs 3 mos

SEP 2003

**Caspian Distribution Company** . Iran. Fars . Shiraz, Yasooj and Boushehr

CDC is a distribution Company was established in 2002 with the goal of distributing the Consumer Goods

Main responsibilities:

Achieving sales target by category by maximizing short and long-term growth opportunities and build long term relationship with the customers.

Displaying products, sampling activities and follow up Route plan to ensure availability of products in visible shelf space.

Gathering information on market trends and customers' reactions to product and registering and maintain proper customer records (DMR)

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## EDUCATION

**Tehran** . Iran

**Bachelor(BSc/BA) 2018 - 2015**

English Translation Grade: 18

**Tehran** . Iran, Tehran

**Master (MSc/MA) 2019 - 2021**

HSE engineering Grade: 18

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## TECHNOLOGY SKILLS

MS PowerPoint	Advanced	.....
Microsoft Excel	Advanced	.....
Adobe Photoshop	Advanced	.....

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## LANGUAGE SKILLS

Turkish I can speak fluently without any problems

English I can speak fluently without any problems

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## CERTIFICATE

**MBA in Marketing Management . 2012**

Tehran Uni. . IRAN

**Persuasive Selling Skills, Advanced Merchandising Skills, Train the Trainer . 2010**

BP . IRAN

**Communications, Time Management, Negotiations, Stress Management by Castrol . 2004**

Castrol . IRAN

**Computer (MS-Office, Photo shop and Net) . 2002**

ILO . IRAN

**HSE Courses (Risk Analysis, Assessment and management, ISO High Level Structure) . 2020**

Mehr Alborz University . IRAN

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## COMMENT

### Professional Achievements

Innovator of FMCG Merchandising Concept with designing a planogram in Lubricants Industry (Castrol Iran Merchandising idea is developed to all lubricants companies in Iran)

Achieved the planned Sales and Merchandising targets

(Certificate Provided & Published in BP International Newsletter)

Best Assessing and Training Team in MENA (Certificate Provided)

Many Success Market Research Projects, Retail Audit Projects to Increase Company Customers and Market Share.

Designed the strongest lubricants database exclusive of Castrol with a Professional dashboard to updating information.

Market Research & Strategy Consulting to Folkart Company (SAYA group); one of the largest construction companies in Izmir-Turkey "Macroeconomic and Iranian Consumers Insight".

Note that recently I was working at Gratis Company (FMCG) as a Market Development Manager in Izmir-Turkey.

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