

Curriculum Vitae

Sabir Shaikh

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Synopsis of Professional Experience

- Highly motivated Sales, Operations & Logistics Manager/ Executive with over 20 years of versatile experience in business, merchandising, operations, logistics, transportation, and price and service negotiation with customers and carriers.
- Freelance event professional specialising in the event industry, with a wealth of experience in operation management, event planning, business development, sponsorship & strategic partnerships, sales & marketing and hospitality/ client/ guest services.
- A forward thinking person who is team oriented, proactive and a core member of the senior management.

Areas of Expertise / Core Competencies

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|------------------------------|---------------------------------|
| ➤ Project Management | ➤ Corporate & Event Hospitality |
| ➤ Key Account Management | ➤ Customer Promotional Planning |
| ➤ Merchandising Management | ➤ Event Management |
| ➤ Strategic & Sales Planning | ➤ Business Development |
| ➤ Team building & Motivation | ➤ Handling Start-Up Operations |
| ➤ Client Relationships | ➤ New Product Launches |

Personal Details

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|---|---------------------------------------|---|
| ➤ Date of Birth: 29 January 1972 | ➤ Nationality: Indian (Mumbai) | ➤ Visa status: Company Sponsorship |
| ➤ Education: B.Com (1992) | ➤ Languages: English, Hindi | ➤ Driving License: Valid UAE license |

Work Experience

EXPO2020 Operations Assistant – Logistics & Transportation DAVID ATKINS ENTERPRISES – EXPO2020 Dubai

August 2021 till date

- Assist logistics team in delivery of operational and transportation logistics for cast, International participants, and FF&E services for **Dubai Expo 2020**
- Planned and organised several logistical movements resulting in accurate and precise delivery of all supply during operations
- Demonstrated clarity and brevity with in-house casts regarding their inventory requirements, via phone, face-to-face and email interactions, while helping build meaningful and sustainable relationships
- Ensuring the safe and timely pick-up and delivery of shipments.
- Organizing and managing inventory, storage, and transportation.
- Sourcing and purchasing equipment at the direction of the operations team
- Offering assistance to other staff in the department as and when required
- Assisting other operational roles as required – logistics, catering, transport, site set up
- Overseeing the day to day running of the Transportation Department as a Log Assistant Lead, ensuring a safe and reliable bus service to transport cast.
- Also began to assist Health & Safety with training, stage briefings, wind readings and toolbox safety meetings to other Functional Areas within DAE.

Sales Manager at Top One Coffee Roastery – Dubai , UAE	Jan 2021 till July 2021
Sales Manager at Karama ZamZam General Trdg (COCO HABIT) - Dubai, UAE	October 2017 till June 2020
Business Development Manager Tmreya (Corporate Gifting) - Dubai, UAE	March 2016 to Sep 2017
<i>(Tmreya is a distributor focused on bringing innovative, high quality Dates, Chocolate truffles & Tmreya to the Middle East)</i>	
Key Accounts Manager at Merchant Star International – Dubai, UAE	Feb 2013 to Feb 2016
<i>MSI is a specialist food & beverage distributor focused on bringing innovative, high quality brands like Vitamin Gums, Cofain 699, Organic Drinks, Pfanner Juices, Julius Meinl Coffee to the Middle East</i>	
Key Accounts Executive at National Trading Development Est - Dubai, UAE	Aug 2010 to Jan 2013
<i>NTDE, one of the Gulf's leading distribution & logistics provider for international consumer brands like Cadbury, Hagen Das, Tabasco, Chiclets, Barni, Halls, VitaminC Drink, etc in the Middle East region.)</i>	
Sales Manager at UTH General Trading Marketing FZ LLC – Dubai, UAE	Nov 2006 to June 2010
<i>UTH is a distributor focused on bringing innovative, high quality brands like Pure Baby Organic Baby Food to the Middle East)</i>	
Key Accounts Executive at Maritime & Mercantile International – Dubai	Oct 1999 to Sep 2006
<i>(Emirates Airlines group in Consumer FMCG distribution represents some of the world leading brands like Ferrero, Glaxo Yardley, Mcvities, Chupa chups to name a few)</i>	
Van Sales at Malsons Trading – Dubai, UAE	June 1993 to Sep 1999
<i>Malsons is a distributor of all Dabur Products & Rice Products)</i>	

Overall Sales / Business Development / Key Accounts & Marketing Experience:-

- ❖ Having extensive versatile senior managerial experience my emphasis is on strengthening the fundamentals across all functions and divisions, delivering profitable, consistent and sustainable growth through a highly engaged team.
- ❖ Responsibility encompasses the management of entire Key Accounts which includes the hypermarket chains, supermarket chains, Cooperative societies, Forecourts (petrol stations) and Self Service Stores.
- ❖ Identifying new target markets, building and maintaining relationships with prospective and current clients
- ❖ Working closely with Executive Decision-Making team to formulate long/short term business growth and viable strategies, and action plans in alignment with the overall corporate vision and goals.
- ❖ Develop and maintain an excellent rapport with key stakeholders such as clients, suppliers, community organisations, regulatory bodies etc.;
- ❖ Representing products / new launches at events and exhibitions.
- ❖ Manage all sales related activities covering setting and strictly monitoring of sales targets and ensures accurate delivery of products in all sales channels.
- ❖ Liaise with the principal to negotiate and finalize all elements of trade marketing, key account management, trade spends, brand development, channel management, account development and terms of trade.
- ❖ Conduct regular market visits to check route coverage and availability of company products in the market, competitor's activities and look for new business opportunities in order to safeguard the customer base and increase market share.
- ❖ Assigning clear responsibilities to the team, setting objectives and priorities, monitoring progress and exercising control, effective people management, motivation, rewarding and recognition with special incentive plans.
- ❖ Demonstrate the ability to carry on a business conversation with business owners and decision makers.
