

## **CIRRICULAM VITAE**



**ABDUL NASIR**

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Riyadh, Saudi Arabia

### **Career Objective:**

- Seeking a challenging position where I can effectively contribute my skills in a well established organization, and also can learn and earn the future growth.

### **Profile strengths:**

- Sales Management, Team Management, Key Account development and FMCG
- Fully aware of Sales, Merchandising, executions and implementation in Modern trade
- 14 years of experience in sales field.

### **Achievements :**

- Business turnover grown from SR 82M to 127M in my tenure of handling Key account independently which is 54% in 4 years.

### **Educational Qualification:**

- Pursuing Bachelor of Business Administration
- Diploma in Electrical And Electronics Engineering [DE&E], 3 years diploma, at S.N.M Polytechnic, Moodbidri, under Board of Technical Examination, Karnataka, India.
- Diploma in Computer Applications [DCA], at franchise of Manipal Institute of Computer Education, Manipal, Udupi, Karnataka, India.
- Higher Secondary School [ S.S.L.C ], at Deepika High School, Modankaup, Bantwal, under Karnataka Secondary School Examination Board, Karnataka, India.

### **Brief about skills:**

- Dynamic, achievement driven and can do attitude Sales and Marketing professional with high caliber leadership experience of 14 years in KSA and India

- Extensive experience in business development, sales and distribution in FMCG and electrical eng, with the track record of consistently achieving or exceeding challenging key performance indicators.
- Skilled in building relationships with key players across channels and trade including traditional formats and modern retail.
- Well versed in developing and implementing effective strategies to drive growth in volumes and revenue and enhance market reach and penetration.
- A depth in motivating and monitoring large multinational teams in delivering superior results.
- Proactive committed professional fostering growth and excellence through effective communication, coordination, strategizing, planning and implementation.
- Resourceful and analytical leader with excellent interpersonal, leadership, managerial, organization, planning, coaching and training skills combining outstanding business communications and audio-visual presentation skills.
- High level of Sales Management skills with world class Sales Capability Development, Business Development, Forecasting, Negotiation, Assessment and planning skills.
- Combining creative aptitude and leadership skills along with a business-centered mind-set to positively contribute to overall organizational growth and profitability.
- Proficient to work and perform under high pressure situations and meeting deadlines under diverse environments with a proven record of implementing business-centered strategies to contribute to organizational growth and profitability.
- Well conversant with MS Office Suite (Word, Excel & Power Point)

#### **Work experience in Gulf:**

- Presently working as Sr. Key Account Sales Executive from last 3months in Riyadh branch of Binzagr Company, A Privately Held; 3,000+ employees; leading FMCG Distributor in Kingdom of Saudi Arabia
- Objective & Responsibilities of role:
  - Managing a team of Key Account professional for the given largest Key account chain in the central region of Saudi Arabia.
  - Implement the strategy of corporate in distribution & Sales & marketing Multinational brands like Heinz & Farley's Ketch up & Baby food range , Moussy, Sun top Beverages, Britannia Biscuits, Mazola Mayonnaise and a wide range of cooking oil brands like Shahea, Abu Zahra, Nakhlatain and many other brands of ambient food range for all Market segments additionally Private labels inside KSA market through leading a certain of to reach to acceptable market share in mainly oil, beverage, confectionary category.
  - This will be achieved through a highly management to all the distributors and Business Development, Capability Building and skilled Employees.
  - Develop & establish a strategic partnership with the distributors so as to further expand & penetrate the range food products like Pasta-Noodles, Oats, ketch up and canned food (Harvest, Hanaa, Plyms) into the KSA market.

- Drive the sales to achieve the annual plan (Sales-Market execution-Market share-Profit).
  - Lead the Business/Distributors thinking develop & implement all of food range brand strategies.
  - Contribute to Integrate commercial planning to develop Brand/Market plan.
  - Understand & drive customer's insights & developments.
  - Ensure that timely execution & implementation of marketing activities & initiatives at the trade level.
- Worked as Key Account Executive for 3 years in Riyadh branch of Binzagr Company, A leading FMCG Distributor in Kingdom of Saudi Arabia selling multinational brands like Unilever, Moussey, Hershey's, Kellogg's, Heinz, Britannia, McCain and London dairy etc.
  - Worked as Key Account Supervisor for 2 years in Riyadh branch of Binzagr Company, A leading FMCG Distributor in Kingdom of Saudi Arabia selling multinational brands like Unilever, Moussy, Hershey's, Kellogg's, Heinz, Britannia, McCain and London dairy etc.
  - Worked as Key Account Representative for 4 years in Riyadh branch of Binzagr Company Chilled and frozen food division, A leading FMCG Distributor in Kingdom of Saudi Arabia selling multinational brands like Unilever, Moussy, Hershey's, Kellogg's, Heinz, Britannia, McCain and London dairy etc.

#### **Work experience in India:**

- Worked as outdoor Salesman for three years in Electrical House, A Distributor of Electrical goods in Mangalore, India.
- Worked as Electrical Supervisor for one year in Neha Electrical, An electrical construction company in Bantwal, undertaking Electrical works of residential, commercial Building, and Irrigation Pumping stations.
- Worked as Maintenance Supervisor, In Tavadece Industries. A watch spare parts company in Mangalore.

#### **Overall Work experience in Gulf:**

- Handled largest Key account chain of KSA independently in Riyadh with annual turnover of **SR 127 Million**.
- Having complete knowledge of Merchandising of the FMG in both Super Markets and Hyper Markets of Saudi Arabia Such leading multinational retail outlets like Panda, Geant, Carrefour and Saudi markets like Othaim, Tamimi, Danube, Euromarche etc.
- Having knowledge of order follow up, periodical inventory of the products.
- Having complete experience of implementation of Business Development agreements, promotional and regular displays and visibility.
- Having knowledge of large warehouse and DSD mode operation of the clients.

- Handled the markets independently with building excellent relationship with the customers.
- Having under well training of Binzagr Company from Last10+ years in driving the sales.
- Well experience in using SAP ERP for all the data fields in Sales.
- Handled up to 10 to 50 staffs in sales field.
- Worked under high management work pressure running business for 10 to 15 principals with more than 600sku's.

### **Other Skills:**

- Excellent bilingual Speaking and writing Knowledge.
- Having knowledge to handle the customer independently.
- Having well Knowledge of MS Office.
- Having Valid Saudi and Indian Driving License.

### **Personal Details:**

- Full Name : Abdul Nasir
- Date of Birth : Dec 1979
- Sex : Male
- Martial Status : Married
- Religion : Muslim
- Nationality : Indian
- Permanent Address : Aashiyana Compound, Kaikamba.  
Post Jodumarga, B.C.Road.  
Bantwal Taluk, (D.K)  
Karnataka State, 574 219.
- Present Address : P.B.No. 392  
Riyadh 11411 K.S.A.

### **Languages Known:**

- Read: English, Arabic, Hindi, Kannada, and Malayalam.
- Write: English, Arabic, Hindi, Kannada, and Malayalam.
- Speak: English, Arabic, Hindi, Kannada, Malayalam, and Tamil.

### **Passport Details:**

- Passport Number : H6080910
- Date of Expiry : 12 / 09 / 2019

### **Iqama Details:**

- Iqama Number : 2205513522
- Iqama profession : Marketing Specialist
- Iqama Status : Non transferable

**Declaration:**

- I Mr. Abdul Nasir solemnly declare that the above said information is true and best to my knowledge.



**Signature**

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