

CURRICULUM VITAE



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A result driven leader with business & operations experience for 20 years, established in cement and hydraulic soil stabilization products-road binders (**LafargeHolcim Group**) industries, within **Azerbaijan, Qatar, U.A.E and Oman** markets. Specialist with proven experience in executive sales and marketing management, material control within the International Trading Companies, as well as with well-developed teamwork and leadership skills. Achieved record of high performance in competitive environment. Consistently increased market share and profit through strategic focus, team orientation, promotional activities, daily follow-up and execution. A track record for improving business results and maximizing organization's potential and profitability through uncompromising focus on health & safety, customer satisfaction and people development. Ability to listen and draw practical solutions to problems. Willing to work in various fields with flexibility

Education

- **Baku Business University** - Azerbaijan 1993- 1998, bachelor's degree in International Economic Relations, Marketing Management
- **V. N. Karazin Kharkov National University** - Ukraine 2012-2014, **MBA** in International Economic Relations

Languages

Azerbaijan – native, English – fluent, Russian – fluent ,Arabic – very good

AREAS OF COMPETENCE

- Business Acumen
- Management by Objectives
- Executive Negotiation
- Sales Channels Development
- Competitive Market Growth
- Target Account Selling (TAS)
- Sales Training & Team Leadership
- Marketing Activities planning
- Turnaround & High-Growth Strategies
- Customer Relationship Management
- Staff Training & Development
- Budgeting & Forecasting

Skills

- Hydraulic road binder products development: production technology, application areas (Bucharest , Holcim Romania, Lafarge Emirates Cement UAE)
- Soil rehabilitation products development: production technology, application areas (Bucharest, Holcim Romania, Lafarge Emirates Cement UAE)
- Ready Mix Concrete course (Holderbank, Switzerland, Holcim Group Support)

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- Management Seminar – (DUKE college Switzerland Holcim Group Support Off Job Training)
- Cement Application course (Holderbank, Switzerland, Holcim Group Support)
- Cement and Concrete Industry (Baku, Holcim Azerbaijan)
- Performance Selling Approach - cement & concrete (Baku, Holcim Azerbaijan)

Expertise

New Business Development Strategic ,Business Strategy Negotiation , Sales Management , Operations Management , Marketing Strategy , Market Research , Problem Solving , Key Account Management Communication, Ability to Work Under Pressure, Decision Making , Time Management , Self-motivation , Conflict Resolution , Leadership , Adaptability , Teamwork , Creativity

Work Experience

From October 2019–Garadag Cement Plant

I am working as a ***Sales and Marketing Manager*** for cement and clinker

Main duties and responsibilities are:

- Develop and implement key growth sales strategies to accommodate goals and achieve sales target.
- Setting revenue targets for the company and setting key performance indicators
- Define pricing strategy and secure pricing approval through the board for different products, segments and markets, by monitoring costs, competition and supply and demand
- Responsible for implementing Market Coverage, Sales forecasts & Achievement strategies.
- Maintain a strong commercial awareness and understanding of commercial strategy, market intelligence and competitor insight.
- Develop, implement and monitor a suite of Commercial Key Performance Indicators (KPIs) for the business.
- Identify future revenue opportunities and effectively communicates commercial strategies to stakeholders.
- Develop and maintain the collection and interpretation of market research and analysis to create detailed business plans on commercial opportunities (expansion, business development, cost savings etc.)
- Provide Leadership, guidance, targets and management to the commercial team.
- Maintain sales staff by recruiting, selecting, orienting and training employees. As well as counseling and disciplining employees; planning, monitoring and appraising job results
- Develop and manage contribution of Technical Solutions Team to the business
- Development and implementation of Complaint Solving Management system
- Research and develop marketing opportunities and plans, understanding consumer requirements, identifying market trends, and suggesting system improvements to achieve the company's marketing goals.
- Maintaining relationships with important clients by making regular visits, understanding their needs, and anticipating new marketing opportunities.

From January 2018 to October 2019- HOLCIM AZERBAIJAN

I was working as a ***National Sales Manager*** for cement and clinker

Main duties and responsibilities were:

- Develop and implement effective sales strategies
- Working with members of the board on budgeting and planning.

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- Lead nationwide sales team members to achieve sales targets
- Working closely with the national accounts team in order to secure large accounts.
- Establish productive and professional relationships with key personnel in assigned customer accounts
- Manage and oversee the daily operations of the sales department
- Monitor and analyze performance metrics and suggest improvements
- Prepare monthly, quarterly and annual sales forecasts
- Keeping a close eye on the sales activities of competitors and utilizing ideas where appropriate.
- Perform research and identify new potential customers and new market opportunities
- Provide timely and effective solutions aligned with clients' needs
- Managing, training and motivating existing sales team to drive revenue growth
- Develop and manage efficient distribution networks for sales
- Develop efficient and creative sales, marketing and product development strategies for the assigned territory and target setting for the sales team
- Collecting customer and market feedback and reporting the same to the organization
- Meeting with the sales managers on a monthly basis to assess company performance against KPI's.
- Presenting sales results to the board on a quarterly and annual basis.
- Speaking at conferences and events about the company's products and services.
- Implementing sales strategies across the company and monitoring effectiveness.
- Ensuring the CRM is being used effectively and provides a competitive advantage.
- Implementing best practice in sales techniques throughout the department.

From August 2016 to July 30 2018 Lafarge Emirates Cement (Dubai –U.A.E)

a member of **LafargeHolcim group** - the World leader in building materials and a major player in the cement, aggregates and concrete industries, has more than 15 years' experience worldwide in **soil stabilization and rehabilitation products development**

*I was working as **Business Development Manager - Special hydraulic binders for U.A.E & Oman***

1. **Soil/sand stabilization product range (cohesive & non-cohesive soil/sand) mainly used in road construction: leading** to improve the physical-mechanical parameters, means strengthening the clayey soil, silt and dune sand by acting as a binder
2. **Soil remediation/rehabilitation product range used for:** Environmental remediation & rehabilitation (treatment, solidification and immobilization) of sites with soils polluted by oil residues.

Main duties and responsibilities were:

- Identify active roads projects in the two Countries.
- Identify main active consultants as well as main influential authorities in roads and infrastructure business in different countries and regions.
- Meet on face to face basis with the selected Engineers on the ongoing/tender projects and discuss potential volumes
- Understand the general trend of specifications.
- Define roads project Strategy to include, products, services, clients, project types & special conditions
- Prepare a comprehensive marketing tools: Seminars, events, brochures, documentation, job references
- Develop a full understanding on the roads projects ECO system and how important for them to use the projects existing material and influence future specifications
- Develop a solid understanding on the market volume and the relevant potential.
- Fully understand the roads construction method , raw materials availability & cost, and Identify how we can add value
- Establish a KPI, follow up system in line with company policies and strategy in order to control sales budget
- Regularly conduct team meetings to ensure that business goals and plans are communicated and understood.
- Target specific roads and infrastructure projects in both countries where the product need is identified, discussed and agreed with the contractors and the consultants
- Obtain the conformity council certificate for HRB products as approved supplier

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- Participate and manage laboratory and industrial trials for quality assurance of the Lafarge HRB products on road construction site together with authorities and consultants in order identify opportunities that benefit the customer
- Target projects in UAE & Oman to make the sales

From January 2015 till July 2016 (Baku –Azerbaijan) HOLCIM AZERBAIJAN

I have been working as a **National Sales Manager –Road Infrastructure (Road Binders)** a member of **LafargeHolcim group** - the World leader in building materials and a major player in the cement, aggregates and concrete industries , has more than 30years' experience worldwide in **soil stabilization and rehabilitation products development** and my responsibilities were following:

- Participate in the experience exchange in Holcim Romania regarding implementation of the Road Binders Project in Azerbaijan
- Developed a step-by-step structured business plan for successful implementation
- Built relationships with the related governmental authorities for getting the required standards and conformity certificates
- Participating and managing laboratory and industrial tests together with relevant state bodies
- Building up relationships with the existing and potential road construction companies, as well as the road design institutes.
- Assist the management in developing the yearly business plan at the level of market share, sales volumes and prices. Accurately forecast sales volume; analyzes and appraises the effectiveness of sales, methods, costs and results.
- Manages the sales efforts, in order to achieve the objectives within the company strategy.
- Recommends, implements and administers policies and procedures to enhance operations.
- Manages in direct a key account portfolio; promotes positive relationship with major customers.
- Responsible for the recruitment, leading, coaching and control of the related sales force.
- Maintains and monitors records and reports; takes specific actions accordingly in order to meet the defined company targets and expectations.
- Monitors the progress of the main sales related parameters (market share, volumes, prices and outstanding debts) against the budget.
- Monitors the customer portfolio evolution; personally, manages the main key accounts; support the sales force in dealing with their accounts, follows-up the competitors actions.
- Searches for new business opportunities; promotes this spirit within the sales force.
- Sets up objectives for the related sales force and monitors their activities through the monthly planning and activity reports.
- Supports all marketing projects and initiatives.
- Develops and coaches the related sales team; assess and proposes training plan for the sales force, special attention to VCCE, ABCD and CDD policies.
- Be fully aware of and strictly follow the safety rules and regulations in the company to ensure safe working environment for him/her-self and people around.
- Carries primary responsibility for ensuring personnel's (Holcim employees, subcontractors or third-party service providers) compliance with Holcim OH&S obligations and ensures neither work is hazardous, nor implemented in a hazardous location.

From January 2014 till January 2015 (Baku –Azerbaijan) HOLCIM AZERBAIJAN

I have been working as **Customer Care Manager** a member of **LafargeHolcim group** - the World leader in building materials and a major player in the cement, aggregates and concrete industries and my responsibilities were following:

- Develop and provide marketing and branding plan conducting market research and developing strategic advertising and promotions activities
- Development and implementation of Hydraulic Road Binders products (new Business segment)

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- Develop and manage contribution of Technical Solutions Team to the business
- Product & Service Portfolio development
- Development and implementation of Complaint Solving Management system
- New products and services opportunities, Innovation
- Planning & Cost control. Implement effective and systematic solutions to achieve budget and meet exceed targets
- Proactively resolve escalated customer issues.
- Able to identify opportunities and find solutions for continuous improvement
- Problem-solve, organize and balance multiple priorities within a fast-paced environment.
- Maintain composure when handling unexpected challenges and competing demands.
- Develop and provide training testing & commercial activities related to the mix design optimization and development of new one to the customers, new prospects as well as to other stakeholders
- Provide superior customer service in every situation. Go above and beyond advocating for every customer opportunity and request

From July 2013 till December 2013 (Baku –Azerbaijan) HOLCIM AZERBAIJAN

I have been working as **Technical Solutions Manager** a member of **LafargeHolcim group** - the World leader in building materials and a major player in the cement, aggregates and concrete industries and my responsibilities were following:

- Set clear objectives, evaluate progress and instil a high-performance culture with focus on team work, service excellence and ownership for resolving customer issues
- Establish a KPI, follow up system in line with company policies and strategy in order to control sales budget
- Planning & Cost control. Implement effective and systematic solutions to achieve budget and meet exceed targets
- Regularly conduct team meetings to ensure that business goals and plans are communicated and understood.
- Provide technical support to the customers and prospects;
- Solving the quality related complaints;
- Provide the informative technical trainings for internal and external stakeholders;
- Development of new products and/or services Innovation; participate in product optimization/modifications related to Cement, Ready Mix Concrete, Manufactured Concrete Products etc as well as benchmark of concrete's and mortar's constituent materials
- Supporting marketing in their activities; participate in marketing-related initiatives focused on increasing the use of cement and concrete applications.
- Participate in paving-related projects.
- Develop and provide training testing & commercial activities related to the mix design optimization and development of new one to the customers, new prospects as well as to other stakeholders
- Arrange all product certificates/reports;
- Tight collaboration with influencers;

From January 2012 till June 2013 (Baku –Azerbaijan) HOLCIM AZERBAIJAN

I have been working as **Key Account Manager/Retail Bag channel Manager** a member of **LafargeHolcim group** - the World leader in building materials and a major player in the cement, aggregates and concrete industries and my responsibilities were following:

- Develop overall sales strategy in line with corporate strategy including defining customer value proposition; go to market strategy; and, required partnerships
- Develop key actions required to deliver on strategy from sales / support departments
- Determine the most crucial needs of these key customers(distributors) and carries them out to ensure that they receive first-class customer care and service
- Interact and communicate with the clients on a regular basis to determine changing preferences

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- Carry out continuous market analysis and research on the dynamics of the account
- Manage conflict and comes up with effective negotiation and sales strategies
- Review credit limits of distributors monitor their credibility and payment morality (bank guarantee).
- Prepare yearly sales and cost budget.
- Maintain up to date data on all competitor's sales activity, pricing, promotional activity and distribution coverage
- Submit daily, weekly and monthly reports on sales against budget volume and cost to Top Management
- Daily Monitoring of customer's performances (sales orders, collections, activities) through daily and weekly visits to the market.
- Definition of strategy of development and distribution models of territories

From December 2007 till December 2011 (Baku-Azerbaijan)

HOLCIM AZERBAIJAN OJSC a member of **LafargeHolcim group** - the World leader in building materials and a major player in the cement, aggregates and concrete industries. The biggest cement production plant in Azerbaijan with annual cement production of 1,8mln ton.

I have been working as **Regional Sales Manager** and I was responsible for the followings:

- Implement and manage plans through the sales operations to increase market share and sales.
- Set overall sales targets for the year and each sales period for the month
- Monitor the changes on the Market, participate in developing of new services offerings by delivering the customer requirements and giving consultancies on customer preferences to Marketing Department
- Preparing weekly and monthly reports for market situation in whole building materials segments
- Market studies for various fields of cement apply (RMC, Dry Mortar, Prefab, Precast elements and products)
- Submit daily, weekly and monthly reports on sales against budget volume and cost
- Daily Monitoring of customer's performances (sales orders, collections, activities) through daily and weekly visits to the market.
- Establish a KPI, follow up system in line with company policies and strategy in order to control sales budget
- Regularly conduct team meetings to ensure that business goals and plans are communicated and understood.
- Submission of weekly reports to the management for all the proposed plans to increase productivity and achievements
- Analysis of company business results and benchmarking on the local market
- Develop good relations between company and clients, conduct loyalty actions in the frames of budgeted ones
- Active participation in development of commercial policy of the Company and motivation system of the distributors
- Preparing technical presentations and demonstrating how a product meets client needs

From February 2003 till December 2007 (Doha-Qatar)

Al-Rawaa & Al-Ibdaa Trading Company situated in Doha-Qatar, company oriented in selling and distributing branded industrial kitchen equipment supplies as Artex, TriSpade, S.A.P, Berto's and others.

I have been working As a **Operation Manager** and I was responsible for the followings;

- Coordinating and facilitating the acquisition of goods and services for Company
- Negotiating tender and contract terms to meet both client and company needs
- Maintaining and developing relationships with existing customers via meetings, telephone calls and emails
- Visiting potential customers to prospect for new business
- Acting as a contact between a company and its existing and potential markets
- Maintain up to date data on all import and export activity in the kitchen equipment's sector
- Gathering market and customer information

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- Representing the organization at trade exhibitions, events and demonstrations
- Negotiating variations in price, delivery and specifications with managers
- Advising on forthcoming product developments and discussing special promotions
- Liaising with suppliers to check on the progress of existing orders
- Prepare yearly sales and cost budget.
- Monitor the changes on the Market
- Develop good relations between company and clients, conduct loyalty actions

From April 2001 till February 2003(Baku-Azerbaijan)

Taki Distribution is a leading company distributing and marketing multinational branded perfumeries and cosmetic products such as Givenchy, Lancome, Clarins, Versache, Guerlain, Dior, etc in Azerbaijan market. Besides distributing its product range in all potential outlets and organizations, the Company has nine retail outlets in Baku City making it a leader in the wholesale and retail market (showrooms and exhibitions).

I have been working as a **Operation Manager (Sales and Marketing)** and I was responsible for the followings:

- Establishing a retail & wholesale market for company's products, recruited & trained the sales team, conducted market researches, administered product purchase and stock control.
- Developing and maintaining distribution of an extensive range of existing health and beauty care products, and perfumeries in both pharmacy and supermarket outlets in assigned territories.
- Negotiating with retail outlets to introduce and display products at competitive prices on shelf and off location.
- Establishing and maintaining regular communication with buyers to promote the company's range of products which resulted in increased business.
- Acquiring new product knowledge to ensure most effective marketing presentation of the company's products to appropriate managers and buyers.
- Launched a new hair care shampoo Klorane in outlets achieving distribution of 85% on the first call. Achieved 70% success in displaying the new product
- Submitting weekly reports to the supplier in France suggesting promotional plans, detailed market and product performance.
- Managing a sales team of 5 salesmen and 3 merchandisers following up through their daily scheduled sales program.

From June 1999 to December 2000 (Baku-Azerbaijan)

Lifco Technical and Trading Co-Baku, one of Lifco(UAE) Group FMCG Divisions, an established organization that distributed multinational products such as Kellogg's, Nestle products range, Lay's, Elle & Vire, La Vache Qui Rit, Amstel and Foster beers, Lacnor Juices, , Moullinex, Teffal, Crystal Dark and many other reputable products in the Azerbaijani Retail, Wholesale and Food Services market.

I have been working as a **Sales Supervisor** and was responsible for the followings:

- Organize and plan territory coverage by sales reps
- Assign territories to sales reps
- Create and adjust route plans for sales reps
- Conduct daily meetings with sales reps to supervise their activities
- Monitor sales rep performance and KPIs, provide coaching and feedback.
- Provide direction to sales reps, identify training needs and develop training plans.
- Ensure sales reps execute 5P strategies at the shelf level.
- Participate in recruitment of sales reps
- Oversee timely account payment
- Manage the call value system.
- Identify opportunities to motivate the sales force and recommend changes in incentive plans

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From September 1998 to May 1999 (Baku-Azerbaijan)

Worked as a *Sales Executive* in *Lifco-Baku Food Stuff Division* and I was performing the following main tasks:

- Achieved record results throughout all months, implemented successfully company's marketing and sales strategies including promotions, trade offers, product displays and contributed to the establishment of a business market for the newly launched company's branch with its new full product range.
- Introduced company's food product range to wholesalers and retailers placing orders and making all necessary financial and credit agreements.
- Followed up the assigned clients, collected credits and reconciled balances with clients and submitted daily reports to the sales manager on product movement and product displays and market competition.