



G. Chandra Mohan
MBA in Marketing & HR

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❖ **ACCOMPLISHED SALES & MARKETING PROFESSIONAL with 21 Years of International work Exposure in MEA region (Gulf & Africa).**

- ❖ Revenue Generation ~ Manpower Management~ Market Expansion~ Profit Growth~ Bottom Line Results

PROFESSIONAL SUMMARY

Savvy Operations Leader with over 25 years of indelible reputation for delivering inventive businesses strategies and client focused solutions that improved margins across Consumer Durable & FMCG Domain. Recognized for transforming global operations system profitable and productively. Talent for proactively identifying and resolving problems, reversing negative sales trends, automating systems, controlling costs, maximizing productivity and delivering multi-million dollar profits. **Known for initiating and growing the business across Dubai, Qatar, Kuwait, Nigeria, Ethiopia , Nepal & India.**

Demonstrated Competencies:

**Strategic Leadership, CRM
Profit Centre Operations
ROI Accountability
New Tie Ups, Sales and
Marketing
Business Start-up and
Turnaround
Strategic Business Planning &
Execution
Channel and Distributor
Management
People Management
Budgeting & Forecasting
Cross Cultural Talent
Management**

- Outstanding negotiator and presenter with demonstrated abilities to sell ideas, concepts, and programs to senior executives
- Expert at developing superior relationships with muliti-million dollar clients with solid expertise in leveraging leading edge media to produce unprecedented results
- Leveraged entrepreneurial skills in translating corporate vision, overcoming complex business challenges and delivering on high-impact decisions
- Known for building and motivating large cross functional teams that exceed corporate expectations. Have used interactive and motivational leadership skills with in-depth sensitization to the challenges
- Garnered buy-in from stakeholders behind major initiatives while at the same time building credibility and delivering on customer confidence
- Motivational and management style with a record of developing highly motivate sales and distribution networks

PROFESSIONAL EXPERIENCE with Start Ups, Product Launch & New Division Work Exposure (P & L).



Last Employment: Was Associated with 'TOBIA Speciality Foods Pvt. Ltd. East Delhi, INDIA.

- ❖ **VP Sales & Marketing (Exports to Middle East & Africa) February (2021 – Feb 2023).**
- ❖ **'TOBIA' is an Export Oriented Company in Food Commodity Business.** Pertaining to Exports TOBIA's Signature products categories are: Indian Rice, (basmati & non-basmati) Indian Spices & Saffron. We are striving to acquire cliental base in MEA Region.
- ❖ **Role:**

- ❖ To Manage Entire gamut of business activities through International Clients in 'MEA' region and to Maximise Revenue Generation through Business Enhancement of prioritised Clients. We use to participate in Government & Private Tender / Bidding process Business Modules along with Conventional Business Deal at International Markets in Gulf & Africa.
- ❖ Domestic Delhi (INDIA) Business Activities: Launched Cosmetics & Perfume Brands: ONE EIGHT (VIRAT KOHILI) FRSH (SALMAN KHAN), ARIES (LARA DUTTA) + IMPERIUM (Hair Care, Skin care & Nail Care) Role : to Manage SCM / Distribution Channel Management of Distributors, Wholesalers, Dealers , Power Retailers of Modern Trade + General trade in North & East INDIA. Core Job Responsibilities are: Revenue Generation, Manpower Management, Business Development, Close Monitoring of Market Receivables & CRM for both the Regions (East & North INDIA).
- ❖ **Most Recent Notable Achievements: Closed a deal & obtained purchase order for US\$ 3 Mln worth Business Deal to Clients in Dubai Market to Export Indian Rice & Indian Spices.**
- ❖ 'Gulf Food' International Trade Exhibition, Dubai (Participated in 'gulf food' International Trade Exhibition for food commodities at World Trade Centre, Dubai. February 21 to 25th, 2021).



- ❖ **PRODUCT: HIGH GRADE INDUSTRIAL ENGINEERING "PLASTIC GRANULES" RECYCLING MANUFACTURING FACILITY IN KERALA, INDIA.**
- ❖ **CEO:** January, 2020 – December 2020. Was associated with 'Granpell' India Pvt. Ltd, Kochi, Kerala at CEO level. Managing entire Gamut of Business Operations for 'Granpell's High Grade Engineering Recycled Plastic Granules Manufacturing Facility. Mainly Supplying Recycled Plastic Granules (Grade: LCP, PP with multi colour batching, Nylon 6 & 66 FR, Non FR, Glass Filled, Plain, HDPE, ABS, Poly Carbonate, FR, non FR & PBT grade) to Worlds Leading " American Auto Component Manufacturer" Amphenol fci & OEN India and to other valuable Clients across India
- ❖ Entire gamut of business activities were through Institutional / Corporate Clients across India. We use to participate in Government & Private Tender / Bidding process Business Module along with Traditional Business Deal.
- ❖ **Most Recent Notable Achievements : Cracked a deal for Rs.22 Lakh worth with " M/S Lexus Polymers, Coimbatore for the supply of " High Grade Engineering Recycled Plastic Granules of Multiple Grades: LCP, PP Black, Polycarbonate, Nylon Fr Glass Filled, ABS natural etc.**
- ❖ **NB: My Company "Granpell" was a start up division, still under lock down period & may not start Functioning for the year 2020 due to Covid 19 pandemic. Hence seeking a carrier shift.**

**JVC**

TV, audio & video, music systems + Car audio & video.



Coloured Plywood Sheets.

- ❖ **General Manager (Sales & Marketing) P & L ,QATAR with 'DANIA TRADING & CONTRACTING W.L.L'** Handling **entire gamut of Electronics & Home Appliances (Brand:JVC TV, (Audio/Video music systems), Building Materials, and Hospitality Division (Hotel Linen, Towels & Toiletries Supplies)** business for the Company in Qatar. (Core Responsible Area: Revenue Generations & Man Power Management, CRM, Staff Training, Prioritised Staff Deployment, Receivables Monitoring with serious follow ups, Manpower Management & Revenue Generation at Senior Manager Level .Total Staff Reporting to me were 74. Direct Business Team: 18 , Sales Managers 2, Sales Executives 12, CRM Team 3, Delivery Coordinator 1. Indirect Business Team 56, Delivery Team 24, Merchandisers 32, Period: Jan 2017 to Dec 2019(3 yrs).
- ❖ **Business Partners: Institutional / Corporate Clients, Project Oriented Clients, Government & Private oriented Bidding Process through Tender across Qatar.**
- ❖ **Notable Achievements : With "Dania Trading, Qatar, Cracked a business deal for US\$ 2mIn with "Sheikh Mansour Bin Jaber Al Thani Holding" for " Marina Twin Towers" Apartment in Lusail City, Qatar for supplying Film Faced , Plain Plywood, Linens, Towels & Toiletries.**
- ❖ **Accountable for appointing and handling Qatar Duty Free, distributors, taking care of B2B & B2C accounts, (through PR agents) Power Retailers, LMT, Hyper Markets, Super Markets, Whole Sellers, co-operative societies, key accounts, duty free business, direct sales & company owned 16 retail outlets in Qatar.**

**Group.** (UNIVERSAL METALS & MINERALS PLC).

- ❖ **CEO, ETHIOPIA: (Plastic, Aluminium & Led, Secondary Recycling Manufacturing Facility, Plastic Granules, quality (HDPE, LDPE, PP) manufacturing & Trading.) Oct, 2014- Dec, 2016 (2 yrs).**

Role: *Established a strategic direction for the company, devised methods to improve business performance, and provided guidance to all departments, including Plant Operation, Sales, Marketing and Distribution. Accountable for Hiring, training, and developing all b & C-level personnel to ensure high levels of performance and employee retention.*

Key Deliverables: Responsible for 'PSI' , purchase, sales & inventory management of Marbles & Granites, Vitrified Tiles.

- Heading the entire Business operations including developing the entire Business infrastructure, including sales tools, strategies, pricing structure, priorities as well as carrier intelligence through ROI Business Model.
- **Business Partners: Institutional / Corporate Clients, Project Oriented Clients, across Ethiopia.**
- **Accountable for. Entire gamut of business activities were through Institutional / Corporate Clients across Ethiopia. We use to participate in Government & Private Tender / Bidding process Business Module along with Traditional Business Deal.**
- Was responsible for imports of Raw Materials from India, China, Africa & Middle East (Marbles & Granites, Vitrified Tiles, Aluminium Extrusion Profiles, Led & Plastic Virgin Granules).
- Accountable for appointing and handling distributors, taking care of B2B & B2C accounts, Power Retailers, LMT, Hyper Markets, Super Markets, Whole Sellers, co-operative societies, key accounts, duty free business, direct sales & company owned retail outlets.
- Conceptualised & implemented sales objectives for maximizing business, set and delivered yearly business objectives & tracked performance against standards, monitored competitors' activities & promoted better branding activities.
- Spearheaded the functions including managing proper inventory for setting profitable business results.
- Accountable for
 - Setting guidelines to ensure high quality execution of all Business promotions.
 - Recruiting, training, motivating & developing a large team of professionals for the company.
 - Implementing all business activities as per company standards.
 - Managing receivable, current & overdue outstanding from the trade as per companies credit facility norms.
- Worked closely with Corporate Marketing Team to ensure all three 'AAA' is taken care off (Availability, Acceptability & Affordability) to acquire maximum brand equity and market share.
- Spearheaded the company's secondary scrap recycling Business of Aluminium, Lead and Plastic manufacturing Plant with a team of 169 African Staff + 12 Expatriates.

Significant Contribution

- Leveraged skills and abilities in:
 - Bring business operation back on track Primarily on Legal perspective by resolving the pending Tax issues with Ethiopian Tax Authorities (ERCA) & renewing business licence thereafter to Commence Biz Operations.
 - Restructuring man power allocations considering P&L as per commercial Viability norms.
- Worked out new costing with 30% GP for Metal & Plastic recycling Unit with new payment terms of 100 % advance for active valuable clients.
 - Engaged Productive Sales & Marketing Plans with time frame Marketing Strategy to develop, enhance, Uplift Company's Face Value with existing and new valuable clients



- ❖ **Business Head, Nigeria, P & L : FMCD (consumer durable) UNILEVER Water purifier 'PUREIT', Namoh Industries Nigeria Ltd. Aug '2009 –Aug '2014 , Five Years. (Based in Lagos, Nigeria).**
- ❖ **Role: *Established a strategic direction for the company, devised methods to improve business performance, and provided guidance to all departments, including Sales, Marketing and Distribution. Accountable for Hiring, training, and developing all b & C-level personnel to ensure high levels of performance and retention***
- ❖ **Notable Achievements : With UNILEVER , Nigeria : Cracked a deal for 1.2 Mln US\$ with Lagos Environmental Protection Agency (a Nigerian Government Enterprise) for the supply of "PUREIT" water Purifier to various Cooperative Societies in 36 + 1 (37) states of Nigerian Federal Government undertaken subsidiaries.**
- ❖ **Key Deliverables**
 - Launched 'UNILEVER PUREIT' Water Purifier PAN Nigeria & Ethiopia at Business Head level with a Team of 212 Nigerian Staff & 6 Expatriates.
 - Handled Project, B2B, Corporate Sales & Institutional Sales Business Arena to Promote Unilever Water Purifier.
 - Worked closely with Unilever Marketing team to ensure all three 'AAA' is taken care off (Availability, Acceptability & Affordability) to acquire maximum Brand Equity.
- ❖ **Business Partners: Institutional / Corporate Clients, Project Oriented Clients, across all 36 states + Abuja states capital, Nigeria.**
- ❖ **Accountable for appointing and handling distributors, taking care of B2B & B2C accounts, (through PR agents) Church Marketing, Power Retailers, LMT, Hyper Markets, Super Markets, Whole Sellers, Co-operative societies, key accounts, duty free business, direct sales (door to door) & company owned retail outlets.**
 - Engaged in preparing annual Business Budget (sales & marketing budget) in line with Business Objective set for the current year.
 - Heading the entire operations including developing the entire sales infrastructure, including sales tools, strategies, pricing structure, priorities as well as carrier intelligence and ROI analysis models
 - Accountable for appointing and handling distributors, taking care of B2B & B2C accounts, Power Retailers, LMT, Hyper Markets, Super Markets, Whole Sellers, co-operative societies, key accounts, duty free business, direct sales & company owned retail outlets.
 - Conceptualised & implemented sales objectives for maximizing business, set and delivered yearly business objectives & tracked performance against standards, monitored competitors' activities & promoted better branding activities.

- Spearheaded the functions including managing proper inventory for setting profitable business results.
- Accountable for
- Setting guidelines to ensure high quality execution of all sales promotions.
- Recruiting, training, motivating & developing a large team of professionals for the company.
- Implementing all business activities as per company standards.
- Managing receivable, current & overdue outstanding from the trade as per companies credit facility norms.

❖ **Significant Contribution:**

- ❖ **From the inception I was associated with Unilever Water Purifier 'PUREIT'.**
- ❖ **Launched the Brand Pan Nigeria.**
- ❖ **Evolved and Developed the brand to a Turnover of 12 Million US\$ Per Annum from the Scratch.**



❖ **BU Head, QATAR (P&L) FMCD (consumer durable): JUMBO ELECTRONICS W.L.L as: Jan2007-Jul'2009, (3 Years).**

- Headed the Qatar operations for promoting entire gamut of Electronics & Home Appliances products with a team of 63 including Retail Supervisors, Sales Managers, Sales Executives, Merchandisers & Business Co-ordinators.
 - Oversaw the entire 18 Retail showrooms operations & supply chain management of 21 MNC, Brands for Retail & Whole Sale Division.
 - Handled Power Retailers, Qatar Duty Free Account, Project, B2B sales, Corporate Sales & Institutional Sales business arena to promote all brands.
 - Part of Strategy & Operations Team in providing strategy related services (growth / entry / diversification / customer / transformation) to clients in consumer and industrial markets.
 - Drove team P&L by monitoring billing, fee collection, controlling project expenses, etc.
 - Developed and rolled-out client centric/ industry centric solutions.
- ❖ **Notable Achievements: With JUMBO ELECTRONICS , QATAR: Cracked a Deal for 11 mln US\$ with " Sheikh Jaber Holding" (AL JABER GROUP) to furnish with LED TV's & Appliances (SKA & HKA / HHH, Built in Kitchen appliances of ARISTON & INDESIT, Italy) for their Residential Complex in AL SAAD & LUSAIL CITY).**
- ❖ **Business Partners: Institutional / Corporate Clients, Project Oriented Clients, Government & Private oriented Bidding Process through Tender across Qatar.**
- ❖ **Accountable for appointing and handling Qatar Duty Free, distributors, taking care of B2B & B2C accounts, (through PR agents) Power Retailers, LMT, Hyper Markets, Super Markets, Whole Sellers, co-operative societies, key accounts, Qatar duty free business, direct sales (online) & company owned retail outlets in Qatar.**
- ❖ **Significant Contribution**
- Evolved strategies that reached out to global markets & customers; repeatedly produced improved, sustained top & bottom line growth in dynamic and rapidly changing global markets.

- Performed market research and produced best solution for each client while increasing the profit margin.
- Contributed true global perspective, intimate knowledge of business and acute insight in potential business impact.
- Successfully worked with cross-functional teams to achieve various marketing and sales thresholds in the company.
- Significantly contributed in the company's mission by developing new business through introduction of new service lines and refinement of existing offerings, based on information gathered via primary and secondary research.
- Instrumental to solve all customer complaints by liaising with other teams circulate reports.
- **Attainments Registered:**
 - **Avg 30% of growth for electronics & appliances brands for the business unit consecutively.**
 - **An increase in overall growth of 86% for Olympus Camera, Voice Recorders & Binoculars in the year 2008 as compared to 2007.**
 - **Leveraged skills and abilities in achieving 14 % net profit in the year 2007.**
 - **Certificate of Achievement for" Business Planning for Results" (conducted by Empowered Learning).**
- Distinction of securing a growth of 62% for Sunstech Electronics & Home Appliances Company / Japan (OEM Brand) in 2008 as compared to 2007.



❖ Country Manager, QATAR (P&L) FMCG : (BRITANNIA BISCUITS) Glorex Trading W.L.L. Feb'03-Dec'06 (4 years).

Significant Contribution:

- **Leveraged skills and abilities in launching Fortune Sunflower Edible Oil, Britannia Biscuits, Nirma Detergents from the inception with team of Expatriates.**
- Administering entire gamut of business development operations by maintaining '**FIFO**' for Britannia biscuits & other Brands including sales & marketing, key account management & merchandising operations.
- Overseeing all operations of Qatar branch, **Qatar Duty Free Shop**, Hyper Markets, Whole Sale & Retail Outlets & Distributors.
- Managing a wide network of retailers & whole sellers from the region.
- Ensure sufficient depth and width of product availability and visibility.
- Make cost and time efficient market coverage plan with '**PJP**' in place.
- Identifying potential locations & conducting feasibility studies for opening of new outlets.

Attainments:

- **Liquidated slow and near expiry products with Time Line through consecutive consumer promotion.**



❖ DUBAI, Area Manager – Retail Outlets (P&L): AL Rasasi Perfumes, Dubai as Dec' 01-Jan'03 (Perfumes & Cosmetics). 1 Year.

Role:

- ♦ Handling entire gamut of sales & business development operations for the Retail Outlet with a team of 8 sales men, 2 merchandisers & 1 Cashier.
 - ♦ Formulating & planning and implementing Sales and Marketing Strategies for Burjuman Showroom in Dubai.
 - ♦ Formulating & establishing policies, internal controls for smooth running & inventory levels as per 'MRF'.
 - ♦ Planning SKU's for the outlet based on the requirements of the catchments.
 - ♦ Formulating strategies for customer acquisition and retention.
 - ♦ Selling the slow moving products of Rasasi Perfumes through attractive consumer offers.
 - ♦ Informing key, regular customers on new products arrival & consumer offers introduced by the company.
 - ♦ Organizing and conducting end consumers Podium promotions for new brands as per companies marketing plan.
 - ♦ Profit Optimization by meticulously planned inventory of High end value Oriental Perfumes Verticals, mix product consumer promo with cost cutting Strategies.
- ❖ **Significant Contribution, Attainment: for Ambition Brand Perfume & First Travel French Perfume Category Brand Launch Promo "Excellent Sales Performance Appreciation " Adjudged.**



- ❖ **KUWAIT, Country Manager (P&L) Al Afkar General Trading L.L.C, Kuwait : June'2000-Nov'01 (Perfumes & Cosmetics). 1 Year.**

Role:

- ♦ Spearheading entire gamut of Sales, Distribution & Retail Outlets functions in the company.
- ♦ Heading sales & marketing operations to Power Retailers, Hyper Markets, Wholesalers, Dealers level for promoting Al Shaya perfumes & Cosmetics in Kuwait Market.
- ♦ Widening the network by appointing dealers & Managing 32 Company owned Showrooms.
- ♦ Leading a team of 224 Sales personnel for driving Business growth.

- ❖ **INDIAN Chapter: Liquor Business, FMCG/ Direct Selling EXPOSURE :(all New Divisions/Product launching Exposure) 15 Yrs & 1 Month.**

- ❖ Brown – Forman (India) Ltd at Regional Sales Manager Level in Eastern Region (American Liquor Company BRANDS: JACK DANIELS, SOUTHERN COMFORT, FORESTER, EARLY TIMES (American Whisky) Aug, 1995 – April, 2000: 4 Yrs 9 months.
- ❖ Launched all Brands in Eastern Region (Bengal, Bihar, Assam & Orissa).
- ❖ Core Job Responsibilities were: Revenue Generation, Manpower Management, Business Development & CRM.
- ❖ Identifying of Bonded warehouse Licensees' & appointing them across the region.
- ❖ Timely Receivables Collection, (PSI / Purchase, Sales & Inventory Management). Business Development, Commercial Administration, Procurement, Recruitment,

CRM, Staff Empowerment, Training, Prioritized Staff Deployment, Receivables Monitoring with serious follow ups, at Senior Manager Level.

- Engaged in preparing annual Business Budget (sales & marketing budget) in line with Business Objective set for the current year.
- Heading the entire operations including developing the entire sales infrastructure, including sales tools, strategies, pricing structure, priorities as well as carrier intelligence and ROI analysis models.
- Accountable for appointing and handling distributors, taking care of all accounts, Whole Sellers, duty free business, **direct sales to Premium CLUBS.**
- Conceptualized & implemented sales objectives for maximizing business, set and delivered yearly business objectives & tracked performance against standards, monitored competitors' activities & promoted better branding activities.
- Spearheaded the functions including managing proper inventory for setting profitable business results.
- Setting guidelines to ensure high quality execution of all sales promotions.
- Recruiting, training, motivating & developing a large team of professionals for the company.
- Implementing all business activities as per company standards.
- Managing receivable, current & overdue outstanding from the trade as per companies credit facility norms.

❖ **Significant Contribution:**

- ❖ **From the inception I was associated with Brown – Forman (American Liquor Company).**
- ❖ **Launched all Brands Pan Eastern Region.**
- ❖ **Evolved and Developed the brand to a Turnover of 35 Million US\$ Per Annum from the Scratch.**

(Captain Cook Brand) DCW Home Products Limited as Area Sales Manager, Eastern Region (Captain Cook iodized salt, spices & wheat flour Brands . May 1992 – June 1995 : 3 years 2 Months.

Godrej Foods Limited as Area Sales Manager, Eastern Region ('JUMPIN' tetra pack fruit juices , sunflower edible oil, wheat flour, tomato puree, tamarind puree, spices).
March 1987 – April 1992: 5 years.

Eureka Forbes Limited as Sales Executive, Eastern Region. Door to Door Direct Selling. Was Adjudged 9th position in Asia Top 20 Sales Contest for Excellent Target vs Sales Performance. (Sold 24 Vacuum Cleaners in 26 Working Days).
Jan 1985 – Feb 1987 : 2 years 2 Months.

EDUCATION DETAILS

1999 MBA (Marketing & HR) from Chatrapati Sahu ji Maharaj University Kanpur, INDIA (Kanpur University).
1985 Bachelor of Arts from Utkal University, Bhubaneswar, Odisha, India.

IT SKILLS

- Conversant with ERP Systems, Orion, Tally .9, MS Office Packages & Internet Applications.

PERSONAL DOSSIER

Date of Birth : 12th March, 1965.
Language Proficiency : English, Arabic, Malayalam, Hindi, Urdu, Bengali, Oriya, Tamil, Telugu & Marwadi.
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Driving License/s : INDIA, QATAR, Nigeria, Nepal and Ethiopia.