

## ***Dr. Raphi Paul,***

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**CAREER OBJECTIEVES:** - To obtain Senior managerial position in a growth-oriented organization, where I can utilize my experience, skills and interest gained over the years to the fullest to achieve organizational goals.

### **COMPETENCES**

- Business Development
- Marketing and promotions
- Brand Management
- Market Research & Analysis
- Competition Analysis
- Pre-Sales
- Performance Monitoring
- Product Launch & Seminars
- Man Power Planning
- Strategic Planning
- Channel Management
- Key Account Management
- Relationship Management
- Team Management
- Overall Governance

### **PERSONAL SYNOPSIS: -**

- 31 years of work experience in which 26 + years of International experience with key focus on Sales & Marketing, Business Development, Channel Management and Relationship Management in FMCG Industry (Mainly Stationary Focus).
- Adept in managing business operations with focus on top-line & bottom-line performance.
- Exploring and developing new markets, appointing channel partners, brand promotion, new product launch, accelerating growth and achieving desired sales goals.
- Strong organizer, motivator, team player and a decisive leader with successful track record in directing from original concept through implementation to handle diverse market dynamics.
- Experienced in conducting business research & analysis along with the process optimization, cost control and revenue maximization.
- Proficiency in handling commercial negotiations & managing promotional activities.
- Proficient in developing & streamlining systems with proven ability to enhance operational effectiveness and meet operational goals within the cost, time & quality parameters.
- An effective communicator with excellent relationship building, interpersonal, analytical, problem solving and organizational abilities.

## **EDUCATIONAL QUALIFICATION**

### **Professional:**

- ❖ **Doctorate in Management Studies** from Indian Institute of Business Management Studies, Mumbai, India (2011-2014)- Project: Business Communities in Africa
- ❖ **Post-graduate Diploma in Marketing Management** from Madurai Kamaraj University India. (2002-2003)

### **Academic:**

- ❖ **Bachelor's Degree in Education** from Bangalore University, India (1992-93)
- ❖ **Bachelor of Science in Physics** from Calicut University (1984-87)

## **PROFICIENCY FORTE**

### **Strategic Planning**

- Understanding business needs, its strategic direction and identifying initiatives that will allow a business to meet those strategic goals.
- Establishing corporate strategies and budgets for achievement of the targets.
- Projecting quarterly sales and corresponding revenue collection projection to senior management.
- Formulating annual business plans / strategies for maximizing profitability & revenue generation & realize organizational goals.
- Conceptualizing and implementing plans / objectives in sync with vision and mission.

### **Sales / Business Development**

- Implementing business development plans for achievement of organizational goal in terms of revenue and profitability targets.
- Realizing strategies for acquiring business from clients and effectively using potential of existing accounts.
- Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning marketing strategies.

### **Key Account Management**

- Mapping account requirements, attending / conducting business user meeting, project planning & scheduling providing them customized business solutions.
- Identifying and networking with prospective clients, generating business from the existing accounts and achieving profitability and increased sales growth.

### **Team Management**

- Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.
- Conducting meetings for setting up sales objectives and designing / streamlining processes to ensure smooth functioning of sales operations.

## **ORGANIZATIONAL EXPERIENCE**

### **CURRENT EMPLOYMENT: -**

**Company** : **Pelikan Middle East & Africa (Subsidiary of Pelikan-Germany)**

**Title** : Regional Manager- Africa & SAARC

**Period** : January 2009 till date

**Company Profile** : Pelikan is one of the world's Leading Stationery manufacturers. A Brand started 182 years, way back 1838 in Germany now become Umbrella of many German brands after the acquisition of GEHA & HERLITZ. Right of Manufacturing and distribution of Porsche design has been taken over by Pelikan to Increase their share in FWI sector starting from 2011.

### **Achievements:**

- ❖ Re- Launched Pelikan brand in Kenya on May 2009,
- ❖ Given Highest visibility as a Single brand
- ❖ Set up full-fledged sales department for the distributor
- ❖ Set up Marketing Team for the Distributor
- ❖ Reached to all levels of Distribution channel in Kenya. (Modern market, Whole sale, Retail & B2B)
- ❖ Launched GEHA Brand in Kenya on September 2010.
- ❖ Launched Herlitz brand in Kenya on August 2011.
- ❖ Tripled the Pelikan business in Kenya and Doubled the Sales for Africa in the First Year.
- ❖ 50% growth in the second year for Kenya and 30% growth for Africa business.
- ❖ 600% growth during last 10 years in Kenya and 50% contribution from Africa to the PMEA region.
- ❖ Increased Business from 3 to 20 countries for Pelikan Africa by traveling 27 countries.
- ❖ East Africa Business distribution closed with appointing Distributors in all major countries (Kenya, Uganda, Tanzania, Rwanda & Ethiopia)
- ❖ Southern African Business for Pelikan has developed by appointing Distributors in South Africa, Botswana, Angola, Mozambique, Madagascar, Malawi, Mauritius and Namibia.
- ❖ West African Business has opened with Appointing Business Partners for Nigeria, Ghana, Liberia, Burkina Faso, Niger, Mauritania & Senegal.
- ❖ Central African Business has started with appointing BP for DP Congo & Cameroon and negotiations are on for Sudan, PR Congo and Gabon
- ❖ Re- Launched Pelikan in South Africa with Beswick Office Product Ltd on September 4th 2012 at Johannesburg SHOP SA Exhibition.
- ❖ Re- Launched Pelikan, Geha & Herlitz in Ghana with Krif Ghana on 26th September 2012. Official Launch done by Minister of State for Ghana Dr. Joseph Annan at Accra German-Ghanaian (Geeru) Exhibition
- ❖ Promoted as Regional Manager MEA to Look After SAARC & North African countries from 2019 January onwards.

## **PREVIOUS WORK EXPERIENCES**

**Company** : Clips Ltd. Nairobi, Kenya (Subsidiary of Hoshan Pan Gulf)  
**Title** : Country Manager for Kenya  
**Period** : From September 2005 -2009

**Company Profile** : Hoshan Pan Gulf is the largest Stationery trading Company in the

Middle East and Africa. The company is dealing with many well-known stationery brands such as **Staedtler, Uni-Ball, Maped,**

**Carl,**

**Pental, Rapid,DC-Fix, Olfa, Ibico, Fuji, GBC and Folder**

**Mate**

etc. Our products are Sourced from Europe and Far East

countries.

**Achievements:** - Having had vast experience in the stationery field and my past knowledge of Kenyan market, I was chosen by HPG to develop its existing business in Kenya. The initial plan was to operate the Kenyan business from our Dubai Office. In less than a year I was able to convince the management to open its independent branch with full-fledged activities similar to that of our operations in Dubai. Today Clips Kenya is one of the leading branch offices of HPG, holding tremendous stock, various fixed assets, state of the art infra structure, valuable human resource support, holding high caliber operational standards.

## **JOB PROFILE:**

- Registered a full-fledged CLIPS LTD office for East African Business.
- Established warehouse and office in Nairobi.
- Recruitment and appointment of staff at all levels
- Compiled the customer data for the company and established a good network of business partners.
- Assigned different brand activities with different agencies and floated appropriate marketing activities.
- Negotiating with Banks for the right financial support and transactions.
- Created good relationship with customs, income tax and various government departments to ensure smooth running of the company.
- Controlled whole process of importing the goods till storage to our warehouse. Furthermore, oversee efficiency of the sales activities of the company and to ensure sales goals are achieved on time.
- Managing cash flow, inventory and human resources.
- Overlooking of the accounts of the company and preparation of the monthly report.
- Organize the visit of overseas suppliers /brand ambassadors etc secure more tie ups.
- Entire supervision of all activities of the company with in the country and report to the head office in Dubai.

❖ Worked as **Category Manager** with M/S **Al Kharji LLC**, Dubai, UAE (2002-2004). Sales Executive/Supervisor from 1997-2002

**Company Profile:** **Al Kharji LLC** is a Pioneer in marketing and distribution of FMCG Products in the U.A.E. The company is dealing with **Vileda** house ware cleaning products from Germany for the last 30 Years in U.A.E. They also deal with multi branded **Stationery** products from Far East and Europe.

**Achievements:** 4 times Staff of The Year (1999, 2000, 2002 and 2003).

**PREVIOUS JOB PROFILE**

- Guiding the sales staff to developing business from leading whole sellers, supermarkets and hypermarkets in a highly competitive environment.
- Approaching and negotiating with retail management for new approvals, product line extensions, promotions and special displays.
- Evaluating and approving the annual agreement with retail management.
- Evaluating market needs and trends, report to marketing manager.
- Coordination with various departments such as sales, dispatch, accounts dept. etc.
- Monitoring sales analysis and sales forecasting.
- Market survey and research for new product development and launch.
- Preparing annual Sales & Marketing plan and supervising the sales and marketing team to ensure the successful implementation of the same.
- Training, equipping, stimulating and supervising the sales team
- Controlling the sales team by setting a clearly conceived sales target, territories, routing, quota setting for each salesman by brands and outlets.
- Development of consumer brand consciousness through promotions, In-store activities and advertising.

**Memberships:**

Member of KEBS for their main review committee team, Member Writing Instruments Review Committee, Kenya Bureau of Standards (KEBS), Member of paper products standard review Committee (KEBS)

**IT Skills**

Operating Systems: Windows, Application: Microsoft Word, Excel & Power Point.

**Business Training / Seminars**

- Attended seminar on chemical products composition registration process with Pelikan Germany in 2015 at Pelikan Factory Paine, Hannover, Germany
- Conducted Pelikan Re-Launch Seminar in 2009 and Geha Launch Seminar in 2010.
- Attended Management training for Marketing Managers by Pelikan Middle East FZE in 2009.
- Attended Management Training for overseas Managers conducted by Hoshan Pan Gulf 2005.
- Participated in Coca Cola Management Training in AL AIN, UAE for Key Account Managers in 2005 representing AL-Ahlia traders, Abu-Dhbai.

**PERSONAL PROFILE**

Nationality : Indian  
Date of Birth : 12<sup>th</sup> March 1967  
Sex : Male  
Marital Status : Married with two children  
Driving License : U.A.E., Indian and Kenyan

**LANGUAGES KNOWN**

English, Hindi, Tamil(spoken), Swahili(basic) & Malayalam