**Fareedh Kana**

**Marketing Fraternity**

P.O BOX 568–00600

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Date of Birth**:** 13/02/77

Marital Status**:** Married

PROFILE Holding a post Graduate Diploma in Marketing from the U.K

* Marketing Concepts of the Telecom industry and its operations in and around the East and Central African region.
* Equipped with sound knowledge of Business Management Practices & Excelled in Media relations management on both local and cross border level. Currently working on a pilot project with a Telco on consultant basis.

AFFILIATIONS

* Member of MSK (The Marketing Society of Kenya)
* Appointed Executive Board Member of Pearl Afrique – East Africa’s first
* Technical Center involved in cross network reviving of out of warranty handsets of all known major brands.
* Chairman of Platinum Homes.

EXPERIENCE

Companies: Current:

HONDA (Transafrica Motors Limited): General Manager (Dealer Principal)

KENYA. February 2015 – Todate….

* Handling Large scale Clientele Sales to Government, UN,ILRI,NGO, Embassies and Multinational companies.
* Dealer Liaison between HONDA Nbo and HONDA South Africa, HONDA U.A.E and HONDA Japan.
* Day to Day management of the Showroom and Workshop
* Handling insurance jobs as well.
* Running a 3S facility (Sales of Cars,Parts & Service)
* Trained by Honda South Africa in various aspects of HONDA Automobiles.

Mi-Fone BVI Limited : Regional Sales Manager for

East & Central Africa. Consultant Basis (Sept 2013 – To-date).

* Operator liaison for product sales.
* Local Distribution support.
* Sales channel expansion
* Event Organization and Management.

Krishna International Ltd:

Country Manager (GSM Operators) East Africa

(Dec 2009 – Dec 2011).

Duties:

* Strategy development & marketing plan
* Roll-out, Corporate Communications, Media Relations.
* Regional Operator Sales & Liaison, Distributor Sales & Liaison from Dec 2009 – Dec 2011.
* Brands distributed: Blackberry, Sony Ericsson, LG & Motorola
* Telcos in charge: Safaricom, Airtel, Orange & Yu Mobile

Samsung Electronics Co. Ltd.( Mar 2003 – Aug 2007)

Regional Marketing Manager East & Central Africa.

Duties:

* Strategy development, marketing plan
* Roll-out, Corporate Communications.
* Regional Operator Sales & Liaison,
* Distributor Sales & Liaison

Cellucom – Samsung Distributor ( July 2001 – Feb 2003)

Sales Manager Kenya

Duties:

* Product Sales, Distribution, Dealer channel Management.

SOL International UK ( Jan 2000 – July 2001)

Product Manager. Kenya

Nokia Distribution in Kenya

Duties:

* Countrywide sales & sales tracking.
* Dealer networking, product launch.

SOL CELLULAR & CELLUCOM WERE SISTER COMPANIES THUS THE MOVE WAS A PROMOTION.

**SKILLS**

* I possess a post Graduate Diploma in Sales and Marketing from the Institute of Commercial Management – London UK and well versed in computer based programmes.
* I have over the past eleven consecutive years honed the art of selling and marketing cell phones around the pyramid which involves Networks, Distributors and partners in the by-products of the same.
* This has been attained through the rigorous day to day interaction with different markets and used penetration skills.
* Over the years I have built credible knowledge of people and markets in the East and Central African region liaising with all media as well.
* The above knowledge /information can also be put to good use in official tabulation of first hand information in Governmental and NGO related projects.
* The above has fully equipped me to work in any Sales & Marketing environment and competent enough to fit in any organization on a Management level to handle day to day core operations of the latter.
* With above Gained thorough knowledge via training of Nokia handset marketing in Finland and attended various workshops for Samsung handset marketing and addressing handset technicalities in the U.A.E. and South Africa.
* Great Negotiation skills.

**EDUCATION**

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**Colleges:** Institute of Commercial Management – London UK

Graffins College Nairobi (1997 – 1999) Post Graduate Diploma

**Secondary:** Aga Khan High School – Kenya

**Primary:** Arya Primary School –Nairobi – Kenya.

**REFEREES** Mr. Hassan Abba,

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