

ASHLY JACOB

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Profile Qualified Sales and Marketing professional with over 20 years experience. Expertise in business development, client relationship, accounts management, direct marketing, building sales strategies and promoting business in new territories.

Personality A dedicated team leader, who can bring to your business additional professionalism, passion, productive ideas, enthusiasm and out of the box thinking packed with practical work experience also a trustworthy colleague capable of dealing with constant challenges and leading change.

Career Progression

Sales Manager –Duty Free, Prestigious Accounts & Gas Stations
Notions Group – La Ronda (FMCG), Dubai

Fm Jan 2010 –till Date

- Planning product launches, sales, promotion, sampling & merchandising activities.
- Monitoring and reacting to competitor's activities.
- Retain, sort and develop contact database of customers and prospects to gain business.
- Visit the client site, premises to encourage the customer, make suitable decision on purchase and boost the company's reputation and sales.
- Develop relations with all levels of accounts and strengthen goodwill in assigned key accounts. Sell new concepts and create establishment awareness of the company products.
- Take care of business development, product listings, order execution, price negotiations and effective pre post follow up with clients for payments.
- Confident in dealing with the team as well as the senior management and business partners.

Key Achievements: -

- Able to increase sales as well as acquire potential displays at all terminals in DDF for our brands (Laronda) to reach top 14 from a placement of 30 in two years.
- Being the first brand in its class (Chocodate) to be positioned in the Burj Khalifa – (At the Top)

Sr. Key Accounts Executive

Fm Nov1999 – Dec 2009

AL RASHIDEEN TRADING COMPANY LLC, DUBAI (AGENTS FOR PHILIP MORRIS)

Sales Management

- Manage, develop and handle key accounts in the designated area for the company.
- Maintain excellent client relationship, follow up regularly on accounts, provide feedback to principals on product performance and help clients get maximum benefit from range.
- Maintain customer profile, record competitor activities, update and strictly implement coverage plan.
- Provide value added services to clientele and coordinate with senior management.
- Prepare correspondence with clients, suppliers, prospects and inter departments.
- Arrange and display merchandise and product on display to promote sales in showroom.
- Perform outdoor sales activities and generate new clientele for the product sales.
- Develop contacts in the market with the help of networking and business development.
- Manage product promotion, conduct presentation – product demonstration and participate in trade exhibitions, offers and product launch.
- Conduct market survey; handle prospective clients in respective territory.
- Take care of business development, order execution, price negotiations and effective pre post follow up with clients for payments.

Sales Executive**Fm Jun 1996 – Aug 1999****DUBAI DUTY FREE, U.A.E**

- Customers being catered to their requirement, by properly introducing the products by understanding the requirement of client and judiciously highlighting the products selling point.
- Monitoring Inventory of items on display and stock with minimum stock level and the products lead time. Generating stock intents of items according to its depletion levels.
- Maintenance of the stock level of fast-moving item.
- Arranging for intermediate stock taking by products as well as final stock taking.
- Maintaining and establishing good customer relationship.

Customer Support**For a period of 1 year****INTERSEAS SHIPPING COMPANY, DUBAI**

- Customer Follow up of pending bookings.
- Arranging for urgent orders by air freight economically. Liaison with freight agents to get economical rates for sea and air shipments and arrange and consolidate LCL shipments so as to arrange it to come fast and economically. A value-added service to develop clientele.
- Documentation for shipment for export and Import. Checking and preparing Export Documentation as per letter of credits for shipments under L/C and as per regulatory laws of authorities.

EDUCATIONAL QUALIFICATIONS

- **Master's in business administration (MBA) –Sales & Marketing**
University of Miami, Florida
- **Bachelor of Commerce (B.com)**
Bangalore University, Bangalore, India
- **Indian High School** Dubai

Personal Details

Nationality : Indian
Place & Date of Birth : Dubai, UAE on 23rd Oct 1976
Marital Status : Married
Visa Status : Company Sponsorship
Holding Valid D/L of UAE