



NISHAM RAHMAN

TRADE MARKETING EXECUTIVE / SALES KEY ACCOUNT EXECUTIVE

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SKILLS

TRADE MARKETING
COMPETITOR ANALYSIS
RETAIL IN-STORE ACTIVITIES
MARKET RESEARCH
TEAM MANAGEMENT
BUSINESS DEVELOPMENT
KEY ACCOUNTS MANAGEMENT

EDUCATION

BACHELOR OF BUSINESS
ADMINISTRATION-MARKETING
2006 - 2009
GULF MODEL SCHOOL-DUBAI
HIGH SCHOOL
1986 - 1999

LANGUAGES

ENGLISH
HINDI
MALAYALAM
TAMIL
ARABIC (BASIC)

PERSONAL DATA

NATIONALITY INDIAN
GENDER MALE

VALID UAE DRIVERS LICENSE 2004
2024

EMPLOYMENT VISA -
20 DAYS NOTICE

PROFILE

ENTERPRISING SALES & RETAIL MARKETING PROFESSIONAL WITH 10 YEARS SALES AND TEAM MANAGEMENT EXPERIENCE IN CONSUMER GOODS & ELECTRONIC INDUSTRIES.

WORK EXPERIENCE

1, BUSINESS DEVELOPMENT EXECUTIVE/ TRADE MARKETING
AT **AGEUS GLOBAL SERVICES LLC**
RIVIERA INFORMATION TECHNOLOGY
2019 OCTOBER - PRESENT

MARKETING & BUSINESS DEVELOPMENT EXECUTIVE

- REGULARLY VISIT EXISTING CUSTOMERS, MAKE SCHEDULED APPOINTMENTS WITH PROSPECTIVE CLIENTS AND GENERATE BUSINESS LEADS FOLLOWING INTERNAL & EXTERNAL SOURCES.
- IDENTIFYING KEY AREAS FOR IMPROVEMENT IN THE SALES PROCESS.
- ESTABLISHES AND GROWS DISTRIBUTOR LEVEL RELATIONSHIPS TO OBTAIN QUALIFIED NEW ACCOUNTS LEADS.
- FOLLOW-UP & PERIODIC REPORTING PROGRESS IN BUSINESS DEALS TO SENIOR MANAGEMENT.
- DRAFTING QUOTATIONS & PROPOSALS FOR MODERN IT ACCESSORIES & SOLUTIONS.
- UNDERTAKE PRODUCT TRAINING SESSIONS FOLLOWING THE INTRODUCTION OF NEW IT ACCESSORIES & UPON SPECIFIC CUSTOMER REQUESTS.
- MAINTAIN CORDIAL BUSINESS RELATIONSHIP WITH KEY ACCOUNTS THROUGH PROMPT SERVICE AS PER THEIR CHANGING BUSINESS NEEDS.
- FACILITATE COLLABORATION AND DEVELOPMENT OF NEW PRODUCTS WITHIN EXISTING ACCOUNTS.
- INVITE PROSPECTIVE CUSTOMERS AT SHOWROOM FOR PRODUCT DEMONSTRATIONS.
- OVERSEE TIMELY DELIVERY & PRODUCT INSTALLATIONS AT THE CONVENIENCE OF CUSTOMERS.
- FOLLOW-UP ON RECEIVABLES FROM CUSTOMERS & ENSURING RECEIPTS AS PER AGREED TERMS.

2,TRADE MARKETING EXECUTIVE / PROMOTER SUPERVISOR
AT **AL KHAYYAT INVESTMENT ALPHAMED- FMCG**
2016 MARCH - 2019 APRIL

KEY PRODUCTS ARE TEFAL, MOULINEX & PASABACHE

IN-STORE ACTIVITIES

- LEAD ACTIVATION ACTIVITIES THAT ARE IN-LINE WITH MARKET INSIGHTS AND CONSUMER INSIGHTS.
- PROPOSE AND SET UP CONSUMER PROMOTIONS FOR EACH ACTIVATION.
- DEVELOP TRADE LEAFLETS: PRODUCT SELECTION, PROMOS, ARTWORK EXECUTION TO INCREASE BRAND PRESENCE, MARKET SHARE
- MONITOR IN-STORE IMPLEMENTATION WITH DISTRIBUTORS AND AGENCIES AND ENSURE EXECUTION IS AS PER OBJECTIVES.
- PROPOSE AND DEVELOP POSM FOR IN-STORE ACTIVITIES IN COORDINATION WITH PRODUCT MANAGERS AND IN LINE WITH THE BRAND GUIDELINES.

ACHIEVEMENTS

NEW MARKET AND BUSINESS DEVELOPMENT-EXPERT IN NEW MARKET

IDENTIFICATION/PENETRATION AND BUSINESS GENERATION. INSTRUMENTAL IN FORMULATING NEW SALES AND MARKETING STRATEGIES RESULTING IN IMPROVED STAFF MORALE AND INCREASE IN BUSINESS GROWTH OF COOKWARE & ITEMS.

DISTRIBUTOR MANAGEMENT AND NEGOTIATIONS - HANDS-ON EXPERIENCE IN ENABLING EFFECTIVE DISTRIBUTOR MANAGEMENT AND NEGOTIATIONS DEMONSTRATED WHILE WORKING AT REDINGTON GULF WHEREIN SUCCESSFULLY COORDINATED PLANNING AND EXECUTION OF DIRECT MARKETING ACTIVITIES IN COLLABORATION WITH LOCAL DISTRIBUTORS TO ENSURE A POSITIVE IMAGE FOR BRAND IMATION, TARGUS AND LOGITECH.

TRAINING

SELLING AND SUPERVISORY SKILLS - TRAINING PROGRAM FROM SPEARHEAD TRAINING, COMMUNICATION AND NEGOTIATION SKILLS - (AL FUTTAIM TRAINING CENTER)

SAP SOFTWARE - TRAINED IN SAP FROM AL FUTTAIM CO & REDINGTON GULF.

ORACLE - TRAINED IN ORACLE FROM JUMA AL MAJID EST & ALPHAMED.

COMPUTER SKILLS - WELL VERSED WITH MICROSOFT EXCEL , WORD & POWER POINT

TRADE MARKETING

- DEVELOP CONSUMER PROMOTIONS IN COLLABORATION WITH TRADE MARKETING MANAGER AND SUPPORT MARKET EXECUTIONS- END TO END RESPONSIBLE FOR PROMOTIONS ACROSS ALL STORES.
- ENSURING LISTING FOR ALL NEW PRODUCTS, MAINTAINING AND UPDATING MSL LIST.
- MAINTAINING AND TRACKING THE DISTRIBUTIONS, PROMOTION TRACKING, FORECASTING REGULAR SALES AND PROMO SALES.

COMPETITOR ANALYSIS

- MONITORING COMPETITOR ACTIVITIES, ACTIVELY INVOLVED IN FORECASTING,
- IDENTIFYING KNOWLEDGE GAPS AND FILLING THEM- SHARE OF FEATURES, SHARE OF SPACE, SHELF AND PODIUM DISPLAY
- CONDUCTING REGULAR MARKET VISITS TO STUDY COMPETITOR ACTIVITIES, SHOPPER OBSERVATIONS, POP IMPLEMENTATION AND RETAIL AUDIT.

MERCHANDISER TEAM MANAGEMENT

- IN CHARGE OF THEIR DAILY ACTIVITIES, ORGANIZE AND COORDINATE SALES PROMOTER'S DUTY SCHEDULES.
- RESHUFFLING THE PROMOTERS BASED ON THEIR PERFORMANCE,
- SETTING MONTHLY TARGETS, SUPPORTING PROMOTERS TO REACH THE TARGET BY ENSURING STOCK AVAILABILITY AND PROMOTIONS.
- TRACK WEEKLY, MONTHLY, AND QUARTERLY PERFORMANCE OF SALES METRICS.
- CONDUCT MONTHLY MEETING WITH ALL THE PROMOTERS.

3, SALES KEY ACCOUNT EXECUTIVE AT REDINGTON GULF
2014 FEBRUARY - 2015 DECEMBER

KEY PRODUCTS ARE IMATION, TARGUS, BELKIN, I LIFE, KINGSTON.

- DEVELOP MARKETING STRATEGY TO BUILD ON HIGH TURNOVER BUSINESS REACHING ACROSS ALL CHANNELS OF DISTRIBUTION & ACROSS SALES TERRITORY.
- DEVELOP TRADE MARKETING STRATEGY TO BRIDGE THE CONSUMER AND PRODUCT GAP.
- DEALING WITH BUYERS, STORE MANAGERS AND DEPT. HEAD OF MAJOR RETAIL CHAINS.
- CONDUCTING REGULAR BUSINESS REVIEWS WITH CUSTOMERS.

4, CORPORATE / SALES KEY ACCOUNT EXECUTIVE AT JUMA AL MAJID EST
2010 JANUARY - 2014 FEBRUARY

KEY PRODUCTS ARE KONICA MINOLTA(COPIER) ,INTIMUS.

- DELIVERED 32 NEW ACCOUNTS WITH INCREASING THE MARGIN OF 20%.
- MAINTAINING AND PROVIDING UTMOST SALES AND SERVICES TO THE EXISTING CLIENTS AND BRINGING UP THE NEW BUSINESS.
- MAINTAIN CORDIAL BUSINESS RELATIONSHIP WITH KEY ACCOUNTS THROUGH PROMPT SERVICE AS PER THEIR CHANGING BUSINESS NEEDS.

5, SALES EXECUTIVE AT AL FUTTAIM GROUP
2004 SEPTEMBER - 2009 DECEMBER

- RESPONSIBLE FOR TARGETS ACHIEVEMENT FOR THE SALES TEAM IN TERMS OF OVERALL SALES, WARRANTY SALES, ATTACHMENT SALES AND MARGIN LEVELS.
- RESPONSIBLE FOR MERCHANDISING, STOCK POSITIONING AND MANAGING STOCK AVAILABILITY USING THE RIGHT CHANNELS.
- RESPONSIBLE FOR MAXIMIZING IT DEPARTMENT'S CONTRIBUTION THROUGH EXPLOITING EVERY OPPORTUNITY TO DRIVE SALES, REDUCE STOCK LOSS AND MAINTAIN COST CONTROLS AND DELIVERING THE HIGHEST LEVEL OF MOTIVATION TO THE STAFF MEMBERS AND DEVELOPMENT OF TEAM MEMBERS.
