


Name	Othman Ali Barakji	
Year of Birth	1980	
Nationality	Palestine/ Lebanon	
Marital Status	Married + 3 Children	
Languages	Arabic & English	
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Objective:

After gaining experience in Sales & Marketing Management (FMCG) for 14 years in UAE, I would like to utilize my knowledge and experience in a similar field, where by my communication skills, research abilities & experience can be applied & contributes to the overall achievements of the Brand core objective & success.

<u>Education:</u>	
European Technical School:	Sales & Commercial Relations (BT3)
International Cambridge College	Diploma in Business Administration
International Cambridge College	Diploma in Human Resource

Work Experience:



Duration : From Feb 2004- Dec 2016

Designation : Senior Key Account Manager (International Products Division) & Consumer Division.

Responsibilities and tasks taken:

1. Negotiated with Key trade partners across UAE for annual Business Trade Agreements (BDA)
2. Involved and handled a portfolio of over 10 brands in categories such as rice, cereals, biscuits, chocolates, Fresh Egg, oil, canned food, etc.
3. Interacted with Principal Partners for complete Sales & Marketing implementations, budget negotiations & maintained professional relationship / partnership with brands responsible.
4. Heads a team of 19 staff which includes Trade Marketing, Merchandising Area Supervisor, Sales Supervisor Traditional Trade, Sales Team of MT & TT segment & Sales Coordinator
5. Set up & implemented sales & marketing strategies across agencies & segments and ensured achievement of sales target as per budget agreed with division GM.
6. Monitored and managed the operations to ensure timely distribution of goods is maintained to the Key Accounts like Carrefour Branches , Lulu Group, UCS, SCS, ECS Al Maya, Choitrams, Abu Dhabi Coop, etc ...
7. Supported team members in solving market problems.
8. Controlled & monitored the sales team operation aspects.
9. Monitored the line distribution in the sales team market / area / outlet.

10. Monitored the discounts & FOCs.
11. Monitored collection & solving payment issues / deposits
12. Controlled the value & brand targets.
13. Controlled the short expiry stocks.
14. Feedback of the competitive activities.
15. Motivate the executive sales team.
16. Potential of new business.
17. Etc.

Additional Qualification:

Courses in the following skills:

1. Selling Skills.
2. Promotion selling.
3. Retail Merchandising.
4. MS Office – Word, Excel, Internet surfing.
5. Business venture program.

Achievements:

1. Almost 14 years of experience in (FMCG) Sales & Marketing Management.
2. Achieved all the Management targets & got the best Sales Management person award.

Additional Work Experience

3. In-depth knowledge of the potential Frozen Food Business.



4. In addition to the share in international food fairs. Gulf food, Expo, with 12 years experience



5. Been selected to travel with Dubai Chamber to Azerbaijan & Georgia for new business.



Summary:

Achieve assigned period, annual volume as well as category targets by taking initiative & being creative solving problems. Sell products using all available resources including financial information. Grow base sales by maximizing distribution, growing shelf share additionally pursuing creative secondary positioning of all products. Responsible for coaching, developing managing workforce to maximize service, productivity, merchandising, and also display building. Manage variable forecasting weekly merchandising needs. Partnering with team as well as other functions to improve delivery efficiencies optimize customer service levels while minimizing cost of donated/ damaged/destroyed product/ resolve customer complaints regarding sales services. Direct coordination for activities, assess marketing potential of new as well as existing store locations & considering statistics expenditures.

I would like to thank you for the time given to read the above.

Othman Ali