

Rita Tawk

Category Manager

Address: Beirut, Lebanon | **Phone:** +961 70 480370 | **Email:** ritatawk@gmail.com **Nationality:** Lebanese | **LinkedIn:** <https://www.linkedin.com/in/rita-tawk-7b28796b>

Experience

Category Manager – 2017 to Present

Gray Mackenzie Retail, Beirut, Lebanon

- Lead the category planning process, identify growth opportunities through market, shopper and category analysis.
- Communicated cross-functionally with operations, marketing, supply chain and finance.
- Recognized for transforming pricing strategies, expanded assortment plan and established promotional analysis tools.
- Oversaw PLC and designed exit plan for delisted SKUs in FMCG.
- Liaise with logistics to ensure product quality, registration and related documents (BL, COO, AWB)
- Negotiated, Sourced and launched new brands for different categories.
- Understanding seasonality in FMCG and business trends in retail.
- Maximized net margins, controlled wastage and boosted markdown and P&L as per category strategy.
- Tracked and reported Key Functional Metrics to maximize profits, market share and sales.
- Planning, forecasting and ordering from international supplier (Europe, USA and Far East).
- Coordinated with marketing to plan POSM/promotions activities and update online platform catalogue and for launching new range/events.
- Restructured planogram and set display standards for stores.

Supply Chain Executive – 01/2017 to 10/2017

Madi International, Dubai, UAE

- Managing 3PL activities, freight forwarding transportation, fleet management and warehousing.
- Headed all logistic activities: obtaining control documents, coordinating with clearance agency.
- Set up full logistic cycle from order placement and tracking till order receiving.
- Observed compliance of all shipments, labeling, instructions & documentation with local requirements, laws & regulations.
- Corresponded with vendors regarding missing/damaged/wrong shipments for claim issuance

Associate Supply Chain – 2014 to 2017

Gray Mackenzie Retail, Beirut, Lebanon

- Coordinate with the management to ensure all the customers' KVI's are in place.
- Ensured a cost-effective flow of goods from ordering to receiving and analyze key performance indicators (conversion rate, investigate discrepancies out of stock rate)
- Review Product stock availability and ensure product site visibility meet customer satisfaction in FMCG.
- Issuance of Purchase orders for shipping, forwarding and clearance

Retail Manager – 2011 to 2014

Gray Mackenzie Retail, Beirut, Lebanon

- Guided daily activities of the Team members and coaching on product knowledge selling skills and visual displays, SOP and training for employees.
- Contributed to the identification of opportunities for the improvement of process, practices, and cost effectiveness
- Benchmarking pricing versus peer market.
- Implements visual merchandizing standards, displays and tracking sales forecasts projected by the Sales and Marketing team
- Boosted seasonal activities, set action plans for store opening (merchandizing tools, Promotion).

Education & Certifications

Master of Business Administration (MBA in Project and Operation Management-2015

Notre Dame University(NDU) -Beirut, Lebanon

Bachelor Degree of Science in Nutrition and Dietetics

Notre Dame University-2009 (NDU) -Beirut, Lebanon

Bachelor Degree of General Sciences

American University of technology(AUT)-2008 -Beirut, Lebanon

Training

APICS Certified Supply Chain Professional

Morgan International Institute-2016

Efficient Assortment Management

Nieslson IQ-2019

Practical Category Management

Nieslson IQ-2021

Team Building Specialty certification.

MCA People solution-2022

Problem solving & decision making.

CVM Creating Value Management -2022

Skills & Expertise

- | | |
|---|---|
| <ul style="list-style-type: none">• Contract Negotiation• Category Management• Logistics• Supply Chain Management• Vendor Management• Marketing• Communication skills• Brand Management• Inventory Management• Product Knowledge | <ul style="list-style-type: none">• Market analysis• ERP system• Business analytics system• Merchandise planning• P&L management• Procurement• Team management• Sourcing• Purchasing• Distribution |
|---|---|

Languages

Arabic: Native | **English:** Fluent | **French:** Fluent