

Objectives



Self-motivated hard worker with excellent sales and marketing skills and hands-on experience in developing marketing and sales strategies, implementation and managing multifaceted sales teams. Carries excellent experience and good understanding in selling various different products and services such as FMCGs, Food and Beverages, Life Insurance, Industrial goods etc. During a career spanning over 25 years, have gained valuable insights and experience into conducting Market Surveys, Marketing and sales planning, Sales budgeting, New product launches and Recruiting / Training sales staff and currently aspiring to become a successful and inspiring Marketing and Administrative professional.

Alongside my computer literacy, my language proficiency in Arabic, English, Hindi, Sinhala, Kerala, Tamil and Malay, makes me a great asset being able to work with multi-national and multicultural individuals.

I possess a valid Qatar ID and a Qatar driving license with 4+ years of driving experience in GCC.
GCC Sales experience in FMCG products more than 4 years

Experience

Gulf Experience

Dec 2022 to present day

Al Madina Port Cabin and Decor Factory – Qatar
Sales Executive

Key Responsibilities and Achievements:

- Responsible for the overall management of sales operation in an efficient manner, inclusive of pull and push sales in showrooms

EXPO 2020 Exhibition Dubai
Bahar Project Management
Promotion Coordinator

01 year

- Explaining & promoting the products to walk-in clients to the Sri Lankan pavilion
- Visiting to all other pavilions & meet the respective representatives to build up relationships and contacts to promote Tourism, Export & Import Products, Education & other projects etc...
- Monitoring stocks and cash flows to update the management on a daily basis.
- Organizing special promotions in the pavilion

Home Country Experience

Alkam Detergents – Sri Lanka.
Area Sales Manager

08 years

Alkam Detergents is a dealer in household detergents.

Key Responsibilities and Achievements:

- Developed & Implemented Sales Plans to expand customer base & Increase customer retention with the team.
- Established sales goals by forecasting annual sales quotas and projecting expected sales volume for existing and new products.
- Monitoring performance of sales team members and worked to increase team moral and motivation to achieve sales targets
- Recruiting & training sales team.

KPP Nationwide (Pvt) Limited - Sri Lanka.

04 years

Sales Development Manager

KPP Nationwide is an importer and distributor of building materials. Key

Key Responsibilities and Achievements:

- Promoting and developing sales of imported hardware range.
- Monitoring Sales performance of the Sales team and planning to achieve company sales objectives.
- Strongly followed up debt collections and organizing special promotions to enhance sales and fulfil customer requirements.
- Planning delivery schedules to provide best customer services.
- Regular field visits and meet clients to identify new requirements, Market survey, introducing new products, solving customer problems to provide better service.

Life Insurance Corporation (Lanka) Limited – Sri Lanka.

01 year

Branch Sales Manager

Life Insurance Corporation is a joint venture of LIC of India (LIC - 1956) and the Bartleet Group of Sri Lanka.

Key responsibilities and Achievements:

- Gained experience in team leadership, monitoring sales performance, recruiting sales staff, developing business, on the job training, cost cutting & working on profitability.
- Random field checking, individual sales monitoring of sales staff.
- Priority given to the renewal collection & follow up business. Organizing special sales promotion & institutional promotions.
- Responsible for the entire Branch operations opening new Branches at Bandarawela & Badulla (Major Towns in central province of Sri Lanka) including recruiting new staff & training.

Clarence & Amarasinghe Group (AMIKO Industries) – Sri Lanka.

03 years

Sales Executive

AMIKO Industries is an importer and distributor of Industrial packaging materials

Key Responsibilities and Achievements:

- Involved in key large scale customer operations such as Jaffergie Brothers, Eswaran Brothers, CTP Pre-Pack, Expolanka, Causeway Paints, Needwood Teas, Heritage Teas, Cecil, Smack & Lankem.
- Job involved acquiring large scale clients, coordinating with related sources to supply their orders on
- time by planning with relevant departments such as production, quality control, stores & transport.
- Knowledge of offset printing, artwork designing.

Al-Rabie Saudi Foods Company, Riyadh - Kingdom of Saudi Arabia.

03 years

Sales Representative

- Al-Rabia Saudi Foods is a one of the largest juices manufacturers in ~~Mt~~East.
- Sales oriented merchandising, collection and developing distribution sales area

Brown & Company – Sri Lanka.

02 years

Sales Representative

Darley Butler Company is an importer and distributor of Fast-moving consumer goods (FMCG).

- Introducing new products to the market, make awareness/promotional campaigns, coordinating with the distributors to run the business profitably by planning, selling & collection of debts.
- With the major product range of Bic Razor, Malted Powder Milk (Viva, Maltova), Jam, Cordials, Bakery Range & Baby Feeding Milk range (Cow & Gate) & Family planning products.

Academic Background

High School

Skills and Talents

- Interviewing, recruiting, motivating and managing sales teams to achieve targets.
- Undertaking market surveys, gathering market intelligence, identifying target markets.
- Devising strategic marketing and sales plans and implementation.
- Organizing new products launches, promotional campaigns.
- Fast adaptation to challenging and changing market needs.

Languages

English (spoken & written), Sinhala (spoken & written), Tamil (spoken), Sri Lankan Malay (spoken), Arabic (spoken), Hindi (spoken).

Age / Date of Birth / Marital Status

48 Years / 07 April 1974 / Married.