



IDIRIS ABDI MUHUMED



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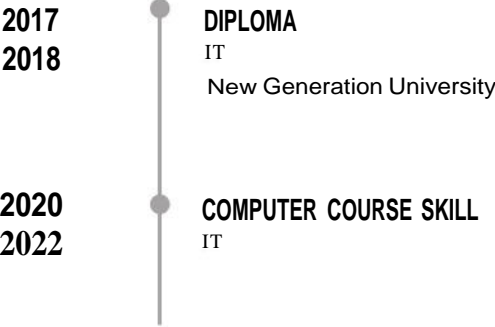
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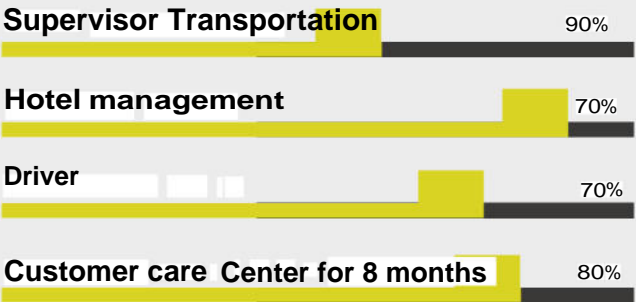
ABOUT ME

Supervised the promotion, pricing and product line plans for 12 countries; oversaw the day-to-day activities of the Business Analyst and Jr. Marketing Manager and partnered with international markets. Created and drove integrated marketing plans, consolidating across regions to create efficiencies in resource allocation and improve company profitability; reduced SKU count 10% annually while increasing sales. Reviewed and created marketing plans for 10 countries based on key operating indicators. Increased international sales by 13% annually. Reviewed product pricing by market to ensure that strategies support growth and margin objectives and presented pricing to President-International and VP of Finance for final approval.

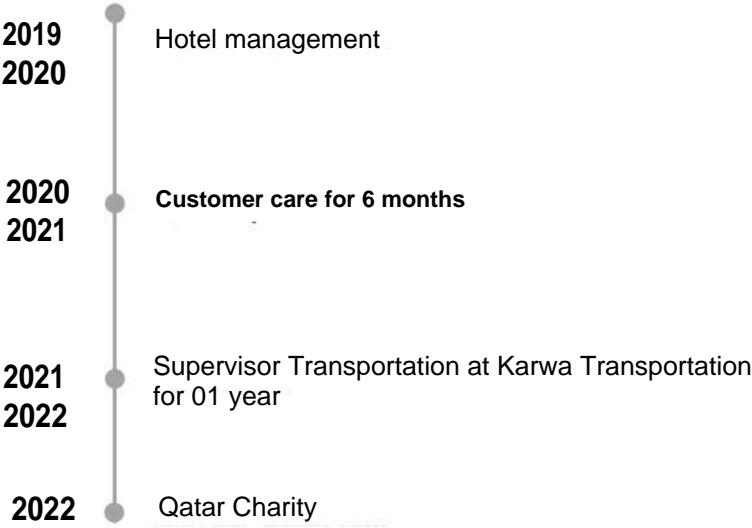
EDUCATION



EXPERIENCE



WORK EXPERIENCE



MEMBER OF AGNUTRITION

FITNESS , SPORTS