

# Suhas Bhaskaran

*Sales & Merchandising Executive/Trade Marketing Coordinator*

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💍 Married    🚗 UAE    🔗 <https://www.linkedin.com/in/suhas-ae>

## PROFILE

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**Sales & Merchandising Professional | 10+ Years in FMCG & Pharma | UAE Market Expertise**

Strategic and performance-focused professional with a strong background in managing sales and merchandising operations for global FMCG and pharmaceutical brands. Known for driving consistent growth through effective **key account management**, **brand visibility enhancement**, and seamless **in-store execution** across modern trade and pharmacy channels.

## PROFESSIONAL EXPERIENCE

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07/2019 – 08/2024  
Abu Dhabi,  
United Arab Emirates

### Sales & Merchandising Executive

*GSK/Haleon*

- Managed **Key Account Pharmacies**, **Traditional Pharmacies**, and **Hospitals** across assigned territory, handling **LPO follow-up**, and ensuring **100% distribution availability**.
- Led **Product Launches** and ensured **territory penetration** through detailed **coverage planning** and **call execution**.
- Conducted **weekly performance reviews**, tracked **stock availability**, and implemented **territory mapping** to identify gaps and onboard **new accounts**.
- **Negotiated contracts**, ensured **Regulatory Compliance** (including **MOH / Adverse Event Reporting**), and collaborated with **cross-functional teams**.
- Strengthened **in-store visibility** with strategic **POS material execution** and close **Trade Marketing** coordination.
- Built and retained **customer relationships** using **CRM tools** and by maintaining **high service standards**.

#### Key Achievements:

- Increased **sales** by **20%** in the first year and **exceeded targets** consistently.
- Expanded the **customer base** through effective **market mapping** and **account acquisition**.
- Boosted **POS visibility** across territory without incurring additional costs.
- Ensured high **customer satisfaction** by coordinating with **distributors** and **delivery teams**.

07/2017 – 06/2019  
Abu Dhabi,  
United Arab Emirates

### Sales Executive

*Beiersdorf*

- Handled **Pharmacy** and **Supermarket Channels**, driving **sales growth** and strengthening **retail partnerships**.
- Executed **Trade Promotions** and **In-Store Activations**; ensured **Planogram Compliance** and **stock availability**.
- Coordinated with **distributors** and internal teams for smooth **supply chain operations** and **brand execution**.

01/2016 – 06/2017  
Dubai,  
United Arab Emirates

### Senior Merchandiser

*Beiersdorf*

- Managed **Key Account: Carrefour – Mirdiff City Centre**, responsible for **reordering, brand visibility, and promotional execution**.
- Implemented **secondary displays** including **gondolas** and **end-caps** to support **brand campaigns**.
- Aligned **in-store activities** with **marketing strategies** and supervised **Assistant Merchandiser** performance.

05/2014 – 12/2015  
Dubai,  
United Arab Emirates

### Merchandiser

*Beiersdorf*

- Executed **Branding and Merchandising Strategies** across key outlets, ensuring **planogram compliance**.
- Secured **additional display spaces**, maintained **inventory levels**, and deployed **POS materials** on time.

## EDUCATION

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2016 – 2018  
Dubai,  
United Arab Emirates

### Master of Business Administration

*Jaipur National University*

Specialized in **Marketing**

## SKILLS

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|---------------------------------------|--|--------------------------------|----------------------------------|
| • Key Account Merchandising           | • Planogram Compliance                   | • Visual Merchandising         | • Inventory Management           |
| • Stock Replenishment                 | • POS Material Implementation            | • Trade Promotion Execution    | • In-Store Activation            |
| • Secondary Display Negotiation       | • Product Display Optimization           | • Shelf Space Management       | • Stock Rotation (FIFO)          |
| • Store Audits & Execution Checks     | • Sales Support Coordination             | • Territory Route Planning     | • Retail Campaign Execution      |
| • Cross-Functional Team Collaboration | • Customer Relationship Management (CRM) | • Market & Competitor Analysis | • Merchandising Team Supervision |

## LANGUAGES

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| • English | • Hindi | • Malayalam |
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