



Finoz.M.Kassim

FMCG PROFESSIONAL

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📍 DUBAI- U.A.E



SUMMARY

A Sales Management professional with 15 years of significant experience in Distribution handling & Business development in leading FMCGs of U.A.E (Tobacco Category, Beverages Category and Foods Category).



EXPERIENCE

National Trading & Developing Est. (Dubai) May2007- Jul2019

Sales Team Leader. (Feb2015 - Jul2019)

Products: DavidOff, Gitanes, Gauloises, Hilite, King Edward, Alfakher.

- Prepare and implement market visit and route to Market plans.
- Responsible to plan, execute & drive area numbers along with KPIs.
- Regular updates to management on competitors activities.
- Responsible to Manage & Execute trade marketing activities for optimum results.
- Responsible to train, coach and keep my Team & Customers motivated to drive company's agenda within my area.

Exclusive C-Store sales. (Mar 2011 - Jan 2015)

Van-Sales Executive. (May2007 - Feb2011)

Unitra International LLC. (Dubai)

Jan2004 - Mar2007

Van-Sales Representative.

Products: Redbull, I-cafe, O2, Classic & Espirit juices.

- Responsible for payment collection & Target Achievement.
- Responsible for sustainable growth in the assigned territory.
- Develop and strengthen relationship with existing and potential customers.
- Responsible for ensuring availability/visibility of the Entire product range in assigned area.

Al Bayan Water Co LLC. (Dubai)

Jun2003 - Dec2003

Sales Representative



EDUCATION

Masters in Commerce Marketing
Anna Malai University Tamil Nadu-India

Bachelors in Commerce
Calicut University Kerala-India



SKILLS

Leadership	■ ■ ■ ■ ■
Business & Strategy Development	■ ■ ■ ■ ■
Distribution Management	■ ■ ■ ■ ■
Territory Development	■ ■ ■ ■ ■
Communication	■ ■ ■ ■ ■



LANGUAGES

English	■ ■ ■ ■ ■
Hindi	■ ■ ■ ■ ■
Tamil	■ ■ ■ ■ ■
Malayalam	■ ■ ■ ■ ■



HOBBIES

Travelling
Exercising and healthcare
Outdoor activities
Biking



Personal Details

Date Of Birth :06/1980
Gender :Male
Nationality :Indian
Visa Status :VisitVisa
Driving License:U.A.E
Marital Status :Married