

SHARATH KUMAR

KEY ACCOUNTS MANAGER @ AL RASHIDEEN TRADING AND DISTRIBUTION OF CONSUMER PRODUCTS LLC

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KEY ACCOUNT MANAGEMENT | SALES STRATEGY DEVELOPMENT | BUSINESS EXPANSION | GLOBAL MARKET INTELLIGENCE

20+ YEARS OF BENCHMARKING CAREER GRAPH

Forward-thinking leader with rich career in spearheading diverse functions encompassing **Sales, Key Account Management, Business Development, and Strategic Planning** within the **FMCG and Consumer Goods industry**. Adept at driving **top-line growth**, optimizing **bottom-line profitability**, and fostering sustainable business transformations across competitive markets in the UAE. Highly skilled in leading cross-functional teams, negotiating business development agreements (BDA), and implementing customer-centric initiatives.

Recognized for exceptional acumen in **modern trade management**, crafting impactful sales strategies, and nurturing **high-performance teams** to deliver measurable business results. Demonstrated success in developing **strategic alliances**, reactivating dormant product lines, and launching new products across **e-commerce and traditional retail platforms**, achieving exponential market penetration and revenue growth.

Comprehensive Skillset:

- Business Development
- Sales & Marketing
- Modern Trade Management
- Data-driven Decision Making
- Customer Relationship Management
- Product Promotion
- Team Leadership & Development
- Budget & Inventory Management
- Negotiation & BDA Management
- Strategic Partnerships
- Revenue Growth

Technical Skills: Microsoft Office (Word, Excel, and PowerPoint) & Internet Explorer

PROFESSIONAL EXPERIENCE

KEY ACCOUNTS MANAGER – CONSUMER DIVISION

Al Rashideen Trading and Distribution of Consumer Products LLC, Dubai, UAE | Jun 2022 – Present

MARQUEE BRANDS WORK WITH



Tools: SAP | Qlik (MIS - Management System)

- **Key Account Management & Negotiations:** Manage and cultivate relationships with key accounts across UAE, including Carrefour.
 - ✓ Devise and implement strategic plans to negotiate product ranges, pricing, shelf space, merchandising, and promotional activities to drive sales and customer loyalty.
- **Sales Planning & Execution:** Develop and execute comprehensive sales strategies to achieve targets, ensuring consistent revenue growth and market penetration. Focus on both short-term and long-term goals to maximize product visibility and sales outcomes.
- **Budget Management:** Collaborate with principals to manage commercial budgets effectively. Ensure the alignment of financial objectives and business growth strategies across various product categories.
- **Trade Deals & Promotions:** Set and negotiate outlet-level trade deals for execution of key business development agreements (BDAs).
- **Team Leadership:** Oversee a diverse team of key accounts executives, salesmen, and merchandisers. Ensure that team activities align with business goals, conducting regular reviews to evaluate performance and sales effectiveness.
- **Promotional Activities Management:** Ensure the timely and effective execution of trade promotional activities. Coordinate with internal teams and external stakeholders to enhance brand presence and drive product awareness.

KEY ACCOUNTS MANAGER – UAE (CONSUMER DIVISION)

Al Mufid Trading Co. LLC, Dubai, UAE | Jan 2019 – Dec 2021

Growth Path: **Key Accounts Manager (Consumer Division) | Oct 2015 – Dec 2018 →**

Key Accounts Manager – UAE (Consumer Division) | Jan 2019 – Dec 2021

MARQUEE BRANDS WORK WITH



Tools: Oracle

Launched products on e-commerce platforms for the first time in company history.

★★★

Successfully relisted and re-launched several delisted and inactive products with major customers, revitalizing their market presence.

★★★

Managed major accounts across the UAE, single-handedly overseeing key activities with support from a dedicated team

AS KEY ACCOUNTS MANAGER – UAE (CONSUMER DIVISION)

- **Account Management:** Led strategic account management initiatives across UAE, negotiating with key accounts on product range, pricing, shelf space, and promotional activities.
- **Strategic Sales Planning:** Developed tailored sales plans to optimize product placement and achieve business goals.
- **Sales Target Achievement & Forecasting:** Consistently met or exceeded targeted sales turnover, market share, and customer service levels as outlined in the annual business plan. Developed monthly sales forecasts and detailed plans to meet long-term sales objectives.
- **Business Development:** Successfully launched new products across the modern trade industry and e-commerce platforms, expanding the company's market presence.
- **New Product Launches:** Worked closely with cross-functional teams to ensure smooth product introduction and positioning.
- **Data-Driven Sales Strategy:** Analyzed sales trends across multiple categories and brands, implementing targeted strategies to maximize sales and improve market share. Provided actionable insights to guide product development and promotional efforts.
- **Debtor Management & Key Account Relations:** Managed debtor relationships and maintained strong communication with key accounts. Ensured financial health and timely payments by aligning sales and financial goals.
- **Team Leadership & Development:** Led a team of 39 key accounts executives, salesmen, and merchandisers. Motivated and mentored team members, fostering a collaborative environment to meet and exceed sales targets.

AS KEY ACCOUNTS MANAGER (CONSUMER DIVISION)

- **Account Negotiations & Sales Execution:** Directed negotiations for key accounts, managing product range, pricing, shelf space, and promotions to drive revenue growth and strengthen client relationships.
- **Sales Targets & Market Share Growth:** Met or exceeded annual sales targets and achieved desired market share within the competitive consumer market. Focused on long-term partnerships and sustainable business growth.
- **BDA Negotiations & Trade Deals:** Negotiated on BDAs covering aspects such as product visibility, positioning, product listings, and favorable terms (credit/delivery) for leading consumer goods categories.
- **Sales Strategy & Trend Analysis:** Analyzed and assessed sales trends across various brands and categories. Utilized insights to refine sales strategies, maximize profitability, and support decision-making processes.
- **Team Management & Debtor Monitoring:** Led a team of key account executives, salesmen, and merchandisers to ensure optimal sales performance and efficient debtor management, ensuring healthy business operations.

SECTION MANAGER – KEY ACCOUNTS (MODERN TRADE)

National Food Products Co., Dubai, UAE | Aug 2010 – Sept 2015

MARQUEE BRANDS WORK WITH



*Successfully launched and listed **Lacnor Ben 10 and Healthy Living SKUs** in the market.*

★★★

*Played a pivotal role in the **merger of GULF and SAFA (Sterilac Diaries)**, streamlining operations and enhancing product offerings.*

- **Key Accounts Management:** Managed and developed relationships with prominent modern trade clients in Dubai, such as Carrefour, Lulu, and Union Coop, handling renowned food and beverage brands including Lacnor Juices, Oasis Water, and Safa Dairy Products.
- **Sales Performance:** Exceeded budgeted sales and margin targets for sustainable development of new and existing customer accounts.
- **Market Trends & Team Training:** Conducted regular market visits to identify emerging trends and trained the sales team in accordance with company policies to enhance product knowledge and sales strategies.
- **Customer Development & Product Listing:** Worked closely with the sales team to identify growth opportunities within existing accounts, launching and listing new products for key clients.
- **Performance Monitoring and Reporting:** Implemented metrics-driven performance tracking, enabling data-backed decisions for account growth and profitability.

EARLY CAREER

Business Support Executive – Card Acquiring Business | Mashreq Bank, Dubai, UAE | Feb. 2007 – Jul. 2010

Associate Customer Officer | Airtel – Bharti Infotel Limited, Bangalore, India | Aug. 2004 – Jan. 2006

