

Dear Sir,

I am Mohd. Shoeb, a Sales professional with a demonstrated history of 24 years rich experience of Sales and Distribution management in urban and rural geographies, strategic channel and category management, in driving multi category business of leading and new brands, through channel partners & winning RTM models across all FMCG channels.

Out of 24 years experience, 20 years FMCG sales experience with Nestle India Limited.

Currently, I am working with VRS Foods Limited (Paras), as DGM Sales and Distribution India, based in New Delhi.

Hold expertise in:

- * Building and leading award winning sales teams
- * Building business, systems and processes from scratch
- * FMCG Sales & Distribution management
- * Crisis Management: The Maggi Recall & Relaunch
- * Establishing Distributor network
- * Sales execution
- * Multi Channel sales & Category management
- * Sales concepts - SMS, SNS & SNN
- * Increasing footprint of established and new brands
- * GTM & RTM
- * Strategic collaborations
- * Sales Automation
- * Merchandising management for Brand dominance
- * POS & POPE management
- * Vendor development
- * Agency management
- * Business of leading and new brands of Baby Care, Nutrition, Ghee, Edible Oil, Beverages, Culinary, Breakfast Cereals, Chocolates and Confectionery & Dairy in multiple general trade channels of Supermarkets, Grocery, Baby Trade, Bakeries, Paan plus, Chemists, Chain pharmacies, Hospitals, Convenience, Wholesale, Rural Wholesale hub, Redistributors & OOH.

I am sharing my Resume and interested to connect with you, in order to discuss, as to how may I contribute to the growth opportunities with your esteemed organisation.

Regards,
Mohd. Shoeb
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