

JIJO THOMAS

Experienced Business Development Territory Leader

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As a seasoned executive with a robust sales background, I bring 14 years of dynamic experience to the professional arena. My journey revolves around initiating contact with potential clients, fostering relationships with existing clients, and implementing strategic sales procedures. Proficient in formulating and executing marketing strategies for new brands, I stand out in ensuring exceptional service deliveries through effective customer communication tactics. My skill set encompasses excellent communication, customer service, and time management skills, complemented by expertise in MS-Office. During the period (Jan 2019 onwards), I proactively took a hiatus from my professional pursuits due to previous company reorganization, emphasizing family priorities amidst the pandemic. This pause allowed me to provide essential care to my parents and recalibrate my professional focus. Having achieved the objectives of my extended sabbatical, I am eager and enthusiastic to continue my professional career:

Career:

Al Seer Trading, Dubai, November 2011 – December 2018, Territory Executive (FMCG)

Strategic Sales Management

- Conducted negotiations with customers, consistently achieving sales objectives.
- Strategically managed stock levels, significantly influencing sales and market share.

Key Account Management

- Handled major key accounts including Lulu, Sharjah Coop, Safeer, Al Maya, Westzone group, and self-service stores.

Growth Planning and Relationship Expansion

- Orchestrated promotion plans with key customers, contributing to full-year growth.
- Expanded relationships with existing customers through innovative and mutually beneficial solutions.

Operational Excellence

- Ensured timely delivery of correct products and services to enhance customer satisfaction.
- Spearheaded successful new product introductions, managing availability, pricing, and promotional activities.

Market Analysis and Implementation

- Conducted competitor price analysis surveys and comprehensive market studies.
- Implemented Point of Purchase (POP) strategies in the market, ensuring planogram adherence.

Financial Management

- Periodically collected payments in assigned markets, demonstrating financial acumen.
- Updated clients on available payment methods, suggesting alternatives for convenience.

Client Relationship and Issue Resolution

- Arranged reasonable payment schedules and took proactive measures when clients failed to repay.
- Elevated calls to top management when needed, addressing client inquiries promptly.

Record-Keeping Excellence

- Maintained meticulous hard copies and electronic records of all interactions, payments, and arrangements.

Al Maraya Detergents LLC, Sales Executive (HORECA) - October 2008 to October 2011:

- Conducted impactful product demonstrations and training sessions for efficient product handling.
- Successfully negotiated prices with customers, ensuring harmonious agreements.
- Conducted periodic checks on machinery and stock to ensure optimal functionality.
- Collected comprehensive data on competitors' technological changes, prices, and marketing techniques.
- Executed effective market penetration and customer retention strategies, aligning with HACCP and ISO 9001 guidelines.

Bager Mohebi Est. Dubai, Merchandiser, July 2005 to September 2008

- Managed the end-to-end process of placing orders with customers and coordinating delivery schedules.
- Designed captivating layouts within sales areas, strategically deciding on optimal product displays.
- Implemented attractive displays, contributing to increased sales and adherence to planograms.
- Demonstrated adept control over stock management and inventory.
- Collected and analyzed sales information, providing timely insights to management.
- Executed successful market penetration strategies, utilizing CRM, and reported result-oriented market trends.
- Implemented and managed effective sales promotional activities.
- Actively participated in seminars and workshops on product handling and merchandising skills.
- Achieved recognition for the highest Scott sales in the UAE for three consecutive years (2005, 2006, 2007).

Nettikandan Corp, Senior Sales Executive, July 2004 to April 2005

- Excelled in preparing lists of prospective customers and providing tailored, product-based services.

Educational Qualification:

- **MBA** (Marketing & HRM) from Anna University, Tamil Nadu, India (2002-2004).
- **B. Com**, M.G University, Kerala, India (1999-2002).

Personal:

- Valid UAE Driving License Holder