

Syed Raziuddin Imran



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Professional Profile

Experienced and result-oriented FMCG and F&B professional with 17+ years in multiple business functions and categories. Responsible for building the Business plan, Go-to-market strategy, Sales operations, Channels Management, Sales, Marketing, Sourcing and Distribution plans with a broad understanding of the industry and economic trends and leading the strategies for success.

Passionate and proven abilities in whatever role I played in my career. My role has been critical in designing & driving strategies, with a firm eye on achieving planned ROI targets and top & bottom-line numbers.

Full P&L responsibilities, Business Management, People Management, Sales Delivery, Sales Leadership, Business Strategy and growing FMCG Categories and FMCG Brands in the KSA & GCC market.

Categories & Brands managed during my professional career:

Rice (Tilda, Abu Shmagh, Zeeba, Elate, Aura, Punjab Kingg, Jazbaa, Abaa, Moafaq, Starlite, Several Private Labels across Middle East), **Edible Oil** (Tilda Rice Bran Oil), **Beverages** (Dream, Celestial Seasoning), **Snacks** (Garden of Eatin, Sensible Portions, Terra), **Personal Care** (Alba Botanica, Avalon Organics, JĀSÖN), **Baby Food** (Earth's Best) & **Jams** (Hartley's).

Coffee, Herbal & Green Teas, Olives, Cheese, Honey, Water, Turkish Delights, Chocolates, Nuts, Dried Fruits & Rice (Berhayat)

Professional Experience

Sales, Marketing & Operations Manager
Gulf Trading & Marketing Union Co. (GTU)

Sep 2018 – till date
www.berhayatcafe.com

GTU is the Turkish Gateway to the Gulf. GTU is a Turkish company owning the trademark 'Berhayat'. 'Berhayat' Café chains are one of GTU company core projects.

Berhayat Café - Coffee Shop & Restaurant:

Launching an innovative chain of cafes in a new spirit. More than a Café; selling high-quality products of Nuts, Chocolates & Coffee along with Turkish unique breakfast and all-day-long snacks

Berhayat Retail Range:

GTU is also retailing products for end consumers under Berhayat brand name for end consumers.

Key role & responsibilities:

- Oversight of all the functions of the company, working closely with the Board of Directors and the company management team.
- Ensure and improve day-to-day operations while ensuring sound long-term business strategy is implemented for sustainable growth and success.
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media, apps and system and display advertising campaigns
- Manage all elements of revenue and costs to maximize overall profitability.
- Ensure all revenue and commercial targets are achieved with a focus on sales and marketing, drive the business forward.
- Responsible to build profitable sales of their branded products to maximize sales and profitability.
- Mix of Brand Building, Brand Development and Category Building. Focus on building the pillars of marketing and category management by allocating resources and developing the marketing and NPD teams. Collaborate with different functional teams to understand the consumer's preferences and ensure the P&L's delivered accordingly.
- Create a positive brand image within the business and externally with the customers and consumers to improve product sales and market share.
- Manage, motivate and mentor fellow team members to achieve the targeted goals.
- Monitor and evaluate company performance while measuring progress to own KPIs. Undertake strategic planning and annual goal setting for the company growth and success.
- Performs other duties, as assigned, to meet business needs.

Supple Tek is a leading Basmati rice exporter and manufacturer of Indian Basmati rice. Driven by its belief and conscious effort to promote basmati pedigree across the world, Supple Tek is a market leader contributing to around 17% of Basmati rice exports from India. Successfully exporting more than 750,000 MT of Indian basmati rice per year.

Job Responsibilities:

- Develop & lead the strategies and operational sales business plan across the Middle East region.
- Responsible for managing the organization business ensuring consistent and growth in sales across all regions.
- Generating and seeking out potential new business opportunities with potential buyers/distributors to generate incremental sales.
- Developing a growth strategy to increase market shares, new business opportunities, controlling sales budgets and profit targets and grow the revenue ahead of sales.

Senior Country Manager
The Hain Celestial Group, Inc., Saudi Arabia

Jan 2014 – Jan 2018
www.hain.com

- Defining and implementing both short and long-term business development and marketing strategies, preparing channel business plans and developing the three-year strategic business plan
- Providing strong leadership across, reporting at Head Office level and managing budget with full profit and loss accountability
- Spearheading category management, including sales planning, forecasting, budgeting and implementation of sales programs
- Managing distributor operations, including sourcing and appointing new distributors and working with their sales teams and merchandisers to improve brand performance
- Conducting regular market visits to evaluate category performance and monitor the implementation of distribution, pricing and promotional strategies
- Establishing and maintaining robust professional relationships with key accounts and contributing to contract negotiations by carrying out groundworks and performing calculations in line with budgets
- Operating on a global platform, liaising extensively with colleagues and management across the Middle East, India and Europe
- Managing the inventory, in collaboration with the Supply Chain Team, to avoid out of stock situations

Key achievements

- Consistently achieving annual sales targets in terms of gross profit and both top- and bottom-line revenue, including exceeding targets by over 20% for the last four consecutive years
- Successfully encouraging trials of a premium niche brand by developing and implementing consumer promotions, thereby increasing market share by 3%
- Taking on additional brand portfolios following the acquisition of Tilda International by The Hain Celestial Group
- Maintaining and increasing shelf-share within key accounts

Country Manager
Tilda International Limited, Saudi Arabia

Jul 2012 – Jan 2014
www.tilda.com

- Managing business operations and business development across Saudi Arabia, with the aim of significantly increasing profitability
- Driving business growth through extensive collaboration with, and effective management of, the key local distributor
- Recruiting, leading, managing, mentoring and training distributor teams, overseeing their activities at every level and coordinating ground staff to acquire local insight
- Agreeing on annual budgets and producing a comprehensive annual business operating plan to facilitate achievement of monthly, quarterly and annual targets
- Leading strategic business planning, developing both ATL and BTL campaigns, planning events and conducting market research
- Preparing monthly and quarterly business performance reports for senior management

Key achievements

- Achieving sales targets of \$7million annually for two years running, as well as increasing market share

Marketing Brand Manager
Tilda International, Saudi Arabia

Jul 2008 – Jun 2012
www.tilda.com

- Planning and implementing the annual marketing and PR plan, including liaising with agencies to develop marketing collateral in line with brand guidelines and organizational strategies

- Managing the annual marketing calendar and executing activations of above-the-line and below-the-line activities, including both traditional and digital media
- Leading corporate participation in key exhibitions and trade shows and overseeing sponsorship deals and brand events
- Participating in new product development, including contributing to product names, packaging development and promotional strategies
- Collaborating with the Sales Team to recommend go-to-market strategies, create sales projections, identify distribution channels and plan and execute new product launches
- Enabling distributors to make contact with retailers, secure valuable new contracts and secure shelf space
- Liaising with suppliers to customize packaging for the local market, ensuring compliance with corporate requirements and regulatory standards
- Conducting in-depth consumer research to inform brand and product strategies, including analyzing market data and generating reports highlighting insight into market share, trends and competition
- Initiating and activating CSR campaigns, including developing special packs to benefit charities chosen by the business
- Managing all financial activity, with responsibility for brand P&L and controlling marketing spend

Key achievements

- Developing successful new brands, attracting new customers by ensuring that the company was offering a product in every category for every consumer
- Winning the external Superbrands Product of the Year award for four consecutive years, from all countries in the Gulf region

Early Career Summary

Senior Marketing Executive, Tilda International, Saudi Arabia
Marketing Coordinator, Tilda International, Saudi Arabia
Marketing Executive, National Commercial Bank, Saudi Arabia

Jan 2007 – Jun 2008
Jul 2005 – Dec 2006
Apr 2003 – Apr 2005

Core Skills and Competencies

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|------------------------------|--------------------------------|--------------------------------|
| • Marketing | • Business Development | • Project Management |
| • Management | • Business Planning & Strategy | • Distributor Management |
| • Channel & Brand Management | • CRM | • Forecasting, Budgeting & P/L |
| • Digital Marketing | • Sales | • Category Management |

Personal Details

Languages:	Native Hindi and Urdu, fluent English and professional Arabic
Date of birth:	11 th June 1983
Gender:	Male
Nationality:	Indian
Marital status:	Married with 2 dependents
Visa status:	Residency Visa for Saudi Arabia and United Arab Emirates
Driving License:	Valid Saudi driving license

Qualifications

MBA degree:	Business Administration specializing in Marketing, <i>Nixon University</i>	2013
Bachelor's degree:	Mathematics, Electronics and Computers, <i>Shadan Degree College</i>	2003
High School	Math's, English, Physics, Chemistry & Computer Science, <i>IISJ</i>	2000

Licenses & Certifications

Certified Product Marketing Manager (CPMM)
SEO and Digital Marketing Diploma

Key I.T. Skills

Microsoft:	Office applications (Word, Excel, Outlook and PowerPoint)
Adobe:	Photoshop and Illustrator
Other:	SAP, Visual Basic, POS System

References available on request