

Robert William

AREA SALES MANAGER

✉ info@resumekraft.com 📞 +1-202-555-0135 📍 Chicago, Illinois, US 🌐 linkedin.com/in/robert



SUMMARY

A Sales Management professional with 7 years of significant experience in Distribution handling & Business development in leading FMCGs of Pakistan (Biscuits Category, Beverages Category, Home & Personal Care Category and Foods Category)



EXPERIENCE

Area Sales Manager

Procter & Gamble Limited *Oct 2019 - Present*

- Responsible to Manage Area business of around 400 + Million (Annual)
- Responsible to plan, execute & drive area numbers along with KPIs.
- Responsible to drive TMs effectively to deliver the set targets
- 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.

Territory Manager

Home Depot *Oct 2015 - Sep 2019*

- Responsible for Channel Wise Target Achievement.
- Responsible for sustainable growth in the assigned territory.
- Prepare and implement market visit and route to Market plans.
- Develop and strengthen relationship with existing and potential dealers / retailers.
- Responsible for ensuring availability/visibility of the Entire product range of Unilever.
- Responsible for numeric and weighted distribution.
- Responsible for execution of all trade activation for optimum results.



EDUCATION

MBA

The University of Texas at Dallas - *May 2012*

Bachelors in Commerce

Princeton University - *Jul 2010*



SKILLS

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



LANGUAGES

English	■ ■ ■ ■ ■
German	■ ■ ■ ■ ■
Arabic	■ ■ ■ ■ ■
French	■ ■ ■ ■ ■



HOBBIES

Reading Books
Playing Chess
Blogging
Writing Articles



AWARDS

Star Performer Award
P&G *2015-11-22*