

ADITI RAICHAND

Business & Sales Growth | P&L Owner | Strategy Developer | Category Lead

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Dubai, UAE

PROFILE SUMMARY

Job Objective

Business Management Professional with over **+10 years** of work experience with proven contributions towards the development of account, sales strategy, product categories and KPI measures. Ability to launch a small business, followed by marketing trends, production plans, sales forecasts and budgets.

Target Position:

Sales Manager / Business Leader / Category Manager / Buyer

Target Industry:

Consumer Electronics / Trading/E-Commerce/Telecommunication

Preferred Location:

Canada

Core Competencies



- **Over a decade** of expertise in driving organizational Profit & Loss, Sales, Key Accounts, Product Category and Marketing.
- Commercial acumen in initiating corporate governance, defining business roadmaps and developing product categories.
- Merit of profitability expanding businesses accounts, customer base and market value from start-up to million-dollar.
- Proficient in undertaking 'Brand Visibility Analysis' and controlling 'Profit-Centre Operations' of budding as well as established companies, with a key focus to improve the business performance and brand significance.
- Excel at setting up cost-effective 'processes' and 'strategy' pertaining to product optimization, category management, sales planning and operational control.
- Adept in creating revenue generation streams by leading categories and channels with buyers to attain annual goals.
- Skilled in setting sales targets, brand communications plans and marketing strategy in order to drive bottom-line gain.
- Willingness to recover shareholder value, market reach and business volumes by delivering strategic advisory to board level
- Recognized as **1st Founding Member** in decision making for two self-startup projects.
- Capacity to resolve business conflicts and keeping morale up in times of hardship to streamline company's operations.
- Offers purchase initiatives and business strategy to bolster an company's reputation and commercial success
- Industry Exposure: **E-Commerce | Electronics Trading**
- Languages Known: **English | Tamil | Sinhala | Hindi | French**

GLOBAL EXPOSURE



Strategic Thinking and Decision Making



Team Leadership and Building



Corporate Presentation Delivery



Management Reporting & Documentation

GLOBAL EXPOSURE



EMPLOYMENT REVIEW



Aditi Raichand

Head of Sales

Teleworld FZCO, Dubai, United Arab, Emirates | 2009 - Present

Growth Path:

Nov 2009 - Mar 2011	Sales Executive
Mar 2011 - Apr 2016	Sales and Purchase Manager
Since April 2016	Head of Sales and Operations

Highlights:

- Increased Mobile turnover by 33% and expanded Teleworld FZCO geographical reach to Middle East, Asia and USA.
- Build the sales department and business strategy from ground-up that lead to the growth in mobile sales.
- Incorporated the company as a trading house for electronic stuff and achieved the turnover above growth expectations.
- Managed the major Crazy Deals E-Commerce as a **Special Project** and served a key role in of budgetary meetings.
- Individually generated the revenue model within 1 year and turned around loss making business into profitable firm.
- Contributed towards revenue contribution of **USD 36 Million** on annual basis in liaison with investors, clients and partners.
- Delivered agreed sales targets from a specified customer portfolio and brand projects.
- Managed the complete project of rebranding with a focus to increase stakeholder' share, market share and brand reach.

Responsibilities:

- Direct the business venture by driving business change impact, governance and marketing activities as Profit-Centre Head.
- Deliver proper sales training initiatives and manage the entire sales department for executing sales growth strategies
- Expand business across Middle East region while developing sales objectives and revenue strategies to attain annual targets.
- Involve in streamlining sales processes, allocating quotas, balancing assigned territories and conducting SWOT analysis.
- Participate in sales events, seminars, corporate meetings, and workshops to sustain long-term business relationships.
- Negotiate contracts, business agreements and packages to identify new markets and potential customers.

Strategy Planning Director/Category Manager

CrazyDeals.com - Completed Project

Highlights:

- Brought on 3rd position in the UAE E-Commerce market by developing business strategy, market segmentation and competitor analysis at digital platform.
- Identified business prospects, customer insights and market trends while conducting business analysis and market research.
- Implemented cost-effective initiatives towards improvement of existing portfolio and business communication network.
- Efficiently conceptualized and implemented E-Commerce Portal crazydeals.com from scratch to attain business growth.

Sales Manager

Al Futtain Global - Trading Division | 2007 - 2009

Highlights:

- Attained exceptional margin% with high turnovers for **Samsung, LG** and **Toshiba** brands.
- Successfully expanded business to key Markets including **India, Singapore** and **South Europe**.
- Benchmarked the smallest division on the map among the influencers of Al Futtain Group.
- 1st employee in division to close 200,000 handsets on a single transaction gave entry for Indian market to enter the UAE.
- Involved in mobile portfolio selection, supply chain, trade-in solutions. solution selling, product strategy and market analysis
- Engaged in trading Multi Brand Mobile Handsets & Laptops and enhanced the profitability of the company.
- Managed profit & loss structure of a firm and set margins to achieve Sales Targets and market expansion objectives.
- Maintained professional networking with Brand Manufacturers for effective deal sourcing and purchasing of mobile device.

EDUCATION CREDENTIALS

BA (Hons. In Marketing)

University of Portsmouth (2011 - 2015)



PERSONAL SNIPPETS

Date of Birth:	31 st July 1983
LinkedIn URL:	https://ae.linkedin.com/in/aditi-raichand/
Skype ID:	Aditi5151
Nationality:	Sri Lankan
Linguistic Abilities:	English
Visa Status:	Residence Visa

-References and other documents available upon request-

Aditi Raichand