



James Denis Dsouza

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A highly energetic professional with commendable success in heading end-to-end product lifecycle functions, with expertise in formulating sales & marketing strategies, establishing new business opportunities and managing various sales channels ; targeting senior level opportunities in Management with an organization of high repute

Core Competencies

Product Strategy & Execution

Brand Management & Strategy Planning

Brand Product Promotions & Launches

Consumer Insights & Market Research

Sales through various channels

P&L Management

Business Development

Market Intelligence/Analytics

Product Consultancy & Roadmap Development

Quality Management

Team Building & Leadership

Soft Skills

Methodically thinker

Communicator

Problem-Solver

Creative Thinker and strong imagination

Analytical

Profile Summary

- An enterprising professional offering over 23 years of national & international experience in driving large engagements such as **Product Management, Sales, Retail Store Operations, Procurement Management, Business & Product Strategy Planning**
- Rich experience in **Sales & Marketing of Consumer Durables** and in-depth knowledge of sales/product & market development acquired through various challenging assignments
- Rich exposure in **Middle East market** developing marketing plan, brand strategy, brand positioning, and creating brand identity
- Experienced in dealing with International brands like **Hitachi, Panasonic, Samsung, LG, York, Gree, Sanyo, Philips, Whirlpool,, Haier,** and developing in-house brand **Mastercool & YES**
- Showcased capabilities in turning around the business for **Air Conditioners of Hitachi & Lennox** by eating the shares of established players like Panasonic , LG, Samsung, York, Carrier and Toshiba
- Positioned in house brand **Mastercool & YES** brand by developing the right value proposition and offering it as the best choice for the target customer
- Excellence in developing brand identity, rolling out innovative campaigns across traditional & online marketing and maintaining effective public relations
- Strategized the long-term business directions by positioning brand & developing the right value proposition and offering it as the best choice for the target customer to displace other brands
- Performance-driven professional with excellence in client engagement; set up product delivery strategy, operations readiness & internal controls in the organization

Academic Details



Post Graduate (Marketing) from IICT Lucknow University in 2011



B.com from Mithibai College, Mumbai University in 1996

IT Skills

- Microsoft Office Suite- Word, Excel and PowerPoint

Career Timeline



Work Experience

May'19 – Mar'20 with Mustafa Sultan Electronics Oman as Senior Manager- Product Management

Key Result Areas:

- Spearheading a team of **2 Asst Managers, 16 Sales personnel apart from a team of 38 merchandisers**; leading the entire product lifecycle inclusive of product conceptualization, product launches/re-launches/slow movers, extending support for product packaging and performance tracking
- Researching **competitor products & maintaining competitive comparisons and evaluations**; gathering insights on shaping direction of the product
- Conducting extensive **dealer visits** in coordination with the Sales Team
- **Measuring ROI of all campaigns** and recommending corrective actions for higher impact and reducing cost per enquiry
- **Steering marketing and brand promotions efforts to increase brand equity and market penetration** of the brands in the country
- **Leading the P&L activities**; Impacting organization profitability through effective strategic and tactical management decisions and new business development
- Reviewing business plan to keep situation under control and to provide key inputs to improve performance on all fronts
- **Building brand focus** in conjunction with requirements; ensuring maximum brand visibility and capturing optimum market shares
- **Conceptualizing & implementing competitive strategies** for generating sales, developing & expanding market share towards the achievement of revenue & profitability targets
- **Improving profitability of the company** along with identification and development of new streams for long-term revenue growth

Significant Accomplishments:

- Developed communications strategy and brand positioning for International brands like **Philips, Whirlpool, Black & Decker, Haier, Bompani** in OMAN
- **Spearheaded the overhaul of customer segmentation, brand positioning and communications strategies** that helped the brands to connect to consumers

Oct'14-Apr'19 with City Centre Hypermarket, Iraq as Merchandise Manager

Key Result Areas:

- Managed purchases, pricing, placement of the products, sales and marketing for the consumer electronics and home appliances and IT products.
- Ensured the profitability of the company and allocation of marketing budgets to the various activities planned
- Opening the new stores for City Centre Hypermarket in Iraq in Sulaymaniah, Duhok, and Basra for the NO 1 in Middle East in retails
- Devising retail assortment for Consumer Electronics, Large and Small Electrical Appliances, Computer and Mobile Technologies segments of company's offer
- Delivering innovative product lines and services to increase competitive advantage, differentiate from competition, and contribute to growth of local market.
- Appointed new suppliers and distributors contacts and professional relationships.
- Closely collaborated with operations and marketing teams and delivered joint decisions about company's market positioning and expansion plans.
- Created all structure, selection of all items, Planogram, Store design, National Promotion and big event (Anniversary, Greeting season, Electronics Fair...)

Significant Accomplishments:

- **Store Management:** Handled 6 stores increasing sales by 15 % revenue and topline. Brought down and maintained the Shrinkage percentage to 0.4% by implementing the perpetual inventory system. Increased store fulfillment accuracy by 20% and reduced the key products out of stocks inventory by 10%.
- **Category Management:** Successfully maintained Brands and their product mix which helped to achieve targets every year. Increased the ABV & UPT by streamlining the overall merchandise, introducing new products and improving the Visual Merchandising across all Outlets. Put in place the daily checks and utilized the data to improve product availability and category management.
- **Revenue Generation:** Revenue successfully generated through Brand Listing, Branding Fees, Gondola rentals and fees for special events
- **Team Management & Development:** Successfully led a team of **7 Department Heads, 14 Supervisors and 142 merchandisers**. Defined and set the KPIs of the Managers, Supervisors and Staff. Developed and implemented the Staff Training Calendar which also resulted in reducing the attrition by 30%
- **Revenue Generations:** Developed and introduced new and innovative promotions, resulting a 25% increase in Top line. Conducted successfully Electronic Festival increasing business turn over growth by 150%. At Mega Sales Event created marketing campaign improving business top line by 170% and achieved double digit growth on footfall to all 6 stores

Dec'09-Sep'14 with Abdulla Omar Alyagout Est, Kuwait as Asst. Manager – Operations & Marketing

- Managed International brands like **Sanyo, Fisher, Maxell, Sangas and YES** as the product manager i.e. sourcing the product/tie-up with international suppliers, product pricing and sales
- Liable for profitability and volume growth of the product managed through pricing, placement, marketing as well as exploring new opportunities.
- Also managed yearly budgeting of existing and new products
- Managed multiple advertising campaigns with media partners across Kuwait while assisting 'Corporate Branding' department with rollout of corporate advertising plans. Coordinated and executed local events in markets - Business to Business and Business to Consumer to support product offerings
- Created and negotiated annual media plans. Increased media reach and frequency while reducing spend by 25%.

Jul'07-Jul'09 with City Centre Hypermarket, Kuwait as Department Head-Retail

- Instrumental in opening 6 new large stores (from its conception to final opening).
- Improved the Look & Feel of the store through new and innovative visual merchandising and display ideas. Assisted Merchandise Manager in Vendor Listing, Brand Listing, Promotions and Revenue generations
- Identified new business opportunities by mapping key decision-makers & Customer Executive requirements
- Supporting in directing the P&L activities of the vertical and impacting department profitability through effective strategic and tactical management decisions
- Reduced the Shrinkage percentage to below 0.5% from 1.5%.

May'04-May'07 with OTE Group Of Co., Oman as Asst. Manager - Sales

- Monitored Retailers and the Service Dealers of entire Bani Bu Ali. Al Kamil and Sur region for Electronics and Appliances in a given territory
- Analyzed the channel sales operations at par with prespecified performance and commercial parameters
- Achieved the predefined sales target and growth across assigned area by planning, implementing new sales strategies and executing in the set time frame
- Successfully generated a lead of 22 corporate accounts, out of which 20 were realized as high business giving customers.

Feb'97-Mar'04 with Eros Group, Dubai as Sr. Sales Executive

- Managed Sales & Dealers and the retailers of Dubai, Sharjah and the Northern Emirates
- Established 20 new named accounts in 1997 and generated \$100K in new business revenue.
- Improved company division's order size by 8% in 1998, 12% in 1999, 15% in 2000, 16% in 2001, and 17.5% in 2002.
- Expanded market share of Hitachi from 12% to 17% and Lennox AC from 6% to 10%
- Generating sales revenue of over AED 8 Million annually through successful management of Key accounts
- Conducted competitor analysis for keeping informed of market trends & competitor moves to achieve market share

Apr'96-Jan'97 with BPL Ltd, Mumbai as Sales Executive

- Managed Sales & Service Dealers and the retailers of South Mumbai
- Conducted competitor analysis for keeping informed of market trends & competitor moves to achieve market share



Personal Details

Date of Birth: 2nd August 1975

Languages Known: English, Hindi, Marathi & Arabic.

Current Address: Manish Darshan Bldg, Bldg no 5, Flat No 606, J B Nagar, Near Jain Mandir, Andheri East, Mumbai, India

Nationality: Indian

Marital Status: Married

No. of Dependents: 2

Passport No.: Z3494243

Driving License: Dubai Driving License: 433743. Issue Date: 13-June-1998. Expired On: 12-June-2008

Kuwait Driving License: 275080206027. Issue Date: 8/7/2010. Date of Expiry: 7/7/2020

Oman Driving License: 70890267. Issue Date: 20-May-2019. Valid Up to: 20-May-2020

