

Sony Joseph

A Business Development Professional

Enterprising leader with an extensive experience of **over 2 decades across GCC** in end-to-end **Profit Centre Operations, Business Development, Brand Management, Sales & Marketing, Revenue Enhancement, New Product Development, Product Branding & Promotions, Channel & Dealer Management** across multiple sectors; targeting to express potential in senior level assignments with an esteemed organization



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CORE COMPETENCIES

Business Development

Strategic Sales & Marketing

Market & Competitor Intelligence

Digital Marketing

Channel/Distribution Management

Brand Management

Cross-functional Collaboration

Contract Negotiation

Product Promotion & Branding

New Product Development

Key Account Management

P&L Management



Career Path

Mar' 16 to Feb' 20

Gorenje Gulf FZE –
A Hisense Company

Dec' 13 to Jan' 16

Jumbo Electronics LLC

Oct' 12 to Nov' 13

Johnson Controls Inc.

Apr' 99 to Sep' 12

Al Ghandi Electronics LLC



PROFILE SUMMARY

- **Strategic leader** spearheading the **entire spectrum of Sales & Marketing**; exploring potential business avenues & expanding operations for achieving the business target aimed at driving business growth for top & bottom-line profitability
- Effectively operated **Key accounts in Electronic Retail, Independent Retail & Export Channels** across multiple industries namely **Consumer Electronics, Home Appliances and HVAC**
- Offering impressive experience in **Project Sales** with effective expertise in managing **B2B Customer Relationship & Retention**
- Adopted a disciplined process of determining and developing new products to be offered, pricing and channels in order to maximize sustainable profit in winning and retaining business
- Expertise in development & implementation of promotion plans and managing communication for products including all above the line and below the line activities
- Insightful success in overcoming various business challenges in a fast-changing business environment and making decisions using experience-backed judgment, strong work ethic and irreproachable integrity for establishing new businesses and trade channels within **UAE, Oman & Bahrain**
- Proficiency in **Category Management, Product Life Cycle Management, Demand Planning, Channel Distribution, Business Analytics- Market & Competitor Analysis and Market Categorization** and all aspects of **New Product Development** (customer segmentation, positioning, pricing, brand management & sales)



EDUCATION

- **Masters of Business Administration-(MBA)-Marketing** from S.P. Jain Centre of Management, Mumbai/Dubai
- **Bachelors in Science (Chemistry)** from Mumbai University
- **Certified in Digital Marketing and Ecommerce Fundamentals**



NOTABLE ACCOMPLISHMENTS ACROSS THE CAREER

- **Gorenje Gulf FZE- A Hisense Company:**
 - Successfully accelerated sell-out T/O by 30% from 2018 to 2019 and over 150% from 2016 to 2019
 - Won major projects like Masdar city-Phase 1 and 2, Omniyat-Phase 1 and 2, and Emaar-Address hotel through B2B sales
- **Jumbo Electronics LLC:**
 - Effectively exceeded the combined internal budget by 20% in 2015
- **Johnson Controls Inc.:**
 - Successfully accomplished extensive distribution of York products in (UAE & Bahrain) with 100% achievement of annual budget in Bahrain
- **Al Ghandi Electronics**
 - Accelerated the annual sales turnover for the Whirlpool division from € 8 million to € 12 million by formulating and implementing strategic plans enabling consistent and robust performance.
 - Increased the territory sales (Philips & Whirlpool) by 50% and recognized as the Star Performer in 2007



ORGANIZATIONAL EXPERIENCE

Mar' 16 to Feb' 20: Gorenje Gulf FZE- A Hisense Company as Sales Manager (UAE, Oman)

Gorenje Gulf Fze is a Regional subsidiary of Gorenje d.d. Slovenia, now part of Hisense Group, P.R.C. with an annual turnover of 18 billion USD. The group is one of the leading manufacturers of Consumer Electronics and Home Appliances in the world

Role Across the Career:

- Leading end-to-end sales operations for UAE & Oman including projection of annual sales, tracking of sales performance and interaction with other areas of the company to ensure that business orders are executed properly and profitably; mentoring and motivating a team including 5 promoters & 1 outdoor sales executive
- Implemented plans to reach out unexplored market segments & customer groups for business expansion; identifying & networking with financially strong and reliable channel partners, resulting in deeper market penetration and improved market share
- Driving the overall long and short-term channel marketing strategies and initiatives; working closely with dealers/channel partners and B2B customers for developing agreed business development plans by ensuring sound relationships
- Developing the strategy & plans for organization's business operations; conceptualizing & developing new business and brand building strategies leading to an increase in turnover & profitability of the organization
- Executing cross-functional roles including Budgeting, P&L, Forecasting, Benchmark pricing, Competition analysis
- Contributing in key account management including customer segmentation, product positioning & sales cycle management; offering extensive support with key focus on customer retention/satisfaction
- Organizing promotional campaigns / presentations for new product development; facilitating brand enhancement through various mediums
- Collaborating with the marketing function by assisting in Digital Marketing campaigns, social media marketing, PR activities, exhibitions, product launches and other projects
- Tracking competition & market movement through market intelligence capabilities; evolving marketing & sales strategies in-line with the current market scenarios; driving new initiatives for the expansion of dealerships & enhancement in revenue

Dec' 13 to Jan' 16: Jumbo Electronics LLC, UAE as Category Manager (HA & HVAC)

Among the largest UAE based conglomerates with a Turnover of 2 billion USD

- Oversaw all stages of Brand Management including sales & marketing for Gorenje & Daikin branded home appliances and air conditioners in UAE Wholesale and Retail channels from procurement to sell-out
- Successfully negotiated contract with the retailers, range development with principal, managed brand P&Ls; conceptualized & implemented promotional activities and ensuring that the principal brand guidelines are adhered

Oct' 12 to Nov' 13: Johnson Controls Inc. as Team Leader (UAE & Bahrain)

Johnson Controls is a multinational conglomerate that manufactures HVAC and security equipment with an annual turnover of 40 billion USD

- Delivered excellence in establishing sales of York branded residential and commercial A/Cs in UAE & Bahrain markets
- Directly controlled national distributors and dealers
- Guided, trained and coached the sales personnel of the distributors in line with JCI's organizational objectives



PREVIOUS EXPERIENCE

Apr' 99 to Sep' 12: Al Ghandi Electronics LLC, Dubai

Al Ghandi Electronics is the exclusive distributor for major brands like Philips Consumer Electronics & Whirlpool Home Appliances in Dubai and Northern Emirates

- Effectively worked as a **Trade Sales Manager**, Whirlpool; reported to the General Manager
- Directed the entire gamut of retail operations entailing major key accounts such as Carrefour, Lulu Group, Union Corporative Society, Plug-ins, Geant Hypermarket, Emax, and Sharaf DG
- Interfaced & liaising with institutional(B2B) and traditional dealers
- Managed a team of 15 sales promoters and effectively managed an annual budget of 48 million AED

Growth Path/Deputation:

Apr' 99 to Jul' 03: Sales Executive -Philips Consumer Electronics

Jul' 03 to Nov' 07: Branch Manager – Philips Consumer Electronics & Whirlpool Home Appliances

Nov' 07 to Sep' 12: Trade Sales Manager-Whirlpool Home Appliances



PERSONAL DETAILS

Nationality: Indian **Marital Status:** Married **Passport Number:** Z3068498 **Valid UAE DL:** Yes

Languages Known: English, Hindi, Malayalam, Marathi

Address: Dubai UAE