

Ziad El Ghafir

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Date of Birth: 25 February 1990

Nationality: Lebanese

OBJECTIVE:

Seeking a career with a progressive organization where I can utilize my skills, knowledge and experience in marketing, sales, operations, management and leadership in a challenging role that allows for advancement and growth.

EDUCATION:

2007-2011

Lebanese American University, Beirut

Major: Banking and Finance

WORK EXPERIENCE:

Drops Group (E-commerce platform – Kuwait)

Chief Financial Officer (January 2022 – Current)

Drops Group (E-commerce platform – Kuwait)

International Business Manager (November 2020 – December 2021)

- Leading & managing the new countries expansion project
- Leading on regional operational, sales & marketing strategies
- Responsible for budgeting & forecasting including managing the P&L
- Leading on Salesforce (CRM) implementation project
- Plan and arrange activations to drive awareness, sales, users and loyalty
- Responsible to plan and achieve the full year volume target, spend budgets and the growth figures
- Responsible to on-board international exclusive brands for Drops

General Mills – Kuwait

Brand manager (October 2019 – November 2020)

Nestlé – Kuwait

Channel Category Sales Development Manager (January 2018 – July 2019)

- Managing the sales and marketing aspects of the Ambient dairy & Nutrition categories (NIDO, Cerelac, NAN Formula, Nestlé condensed milk & Nesquik)
- Responsible to plan and achieve the full year volume target, spend budgets and the growth figures
- Responsible for growing market shares and distribution
- Planning and managing the marketing calendar for both in-store and out of home activations
- Plan and arrange activations to drive awareness, trial and loyalty
- Prepare and negotiate joint business plans (contracts) with key accounts and potential new channels
- Managing the financial aspects of my categories such as budget spends, margins and pricing
- Cross functional coordination between departments to ensure a healthy and profitable operational cycle
- Energize and engage the sales team to achieve all country sales KPIs

IFFCO Kuwait

Trade Marketing Manager (January 2016 – January 2018)

- Managing esteemed brands such as: London dairy, Igloo and Quanta Ice cream, Break chocolate, Tiffany Biscuits and Tiffany confectionery

- Prepare and manage the full year volume planning and financial budgeting
- Responsible for monitoring and improving market shares, numeric and weighted distribution
- Identify, plan and implement business development and growth opportunities
- Plan and manage marketing calendar (In-store and out of home)
- Managing the financial aspects of my categories such as budget spends, margins and pricing
- Sales force & merchandisers coaching and training

White Stores Company, Kuwait – Evian Danone / Mondelez International Division

Trade marketing Manager (October 2014 – January 2016)

- Managing esteemed brands such as: Evian, Cadbury, LU Biscuits, Barni Cake, Royal, Budweiser, Twinings and Zwan for retail market and HORECA
- Prepare the annual spend budgets
- Responsible for monthly budget planning and allocation
- Responsible for preparing the annual activity grid and the marketing calendar
- Prepare execution plans and supervise the implementation of marketing plans and activities
- Work very closely with the sales team to ensure that product trade marketing strategies is meeting the sales objectives
- Follow up merchandising activities in the market as well as providing merchandising guidance to sales and merchandising team
- Supervising point of sale material production
- Arranging and supervising new products launches, branding activities, marketing events and sampling activities

White Stores Company, Kuwait – Evian Danone / Mondelez International Division

Trade marketing coordinator (October 2011 – October 2014)

European Global University, Kuwait

Accounting Instructor (February 2012 - January 2016)

Debenhams, Kuwait

Salesman (June 2008 – September 2008)

TRAINING:

- Understanding the chocolate market – AC Nielsen
- Winning in-trade – Mondelez international
- 6 steps of the call – Mondelez international
- HORECA training – Evian Danone
- Networking and communication – Nestlé
- Leadership training – Nestlé
- Salesforce/Goldfinch/commerce cloud CRM System training

REFERENCES:

Available upon request.