

Mais Tadros

20 Years of progressive Sales & development experience. Result oriented strategic planner.

Positive team player with extensive corporate and field knowledge to profit growth and gain market. I have a desire for a challenging opportunity that can build on my experience.



Personal details

- Mais Tadros
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- +962795035999
- Marj Alhamam Amman
- July 16th, 1979
- Qatar
- Female
- Jordanian

Skills

- Strong communication and interpersonal skills, ●●●●●
- Proficiency in MS Office, Excel, and other custom database and research methods ●●●●●
- Strong analytical skills ●●●●●
- Ability to work under Pressure ●●●●●
- Customer Management ●●●●●

Education

BS/ Agriculture

Sep 1998 - May 2001

Jordan University for Science and Technology, Irbid
A bachelor's degree

Employment

Channel Category Sales Development Manager/ Wyeth Levant

Aug 2016 - Present

Nestle, Amman/Jordan

Drive the integration of Wyeth business the Nestle Way.

- Managing distributors in the region from sales, reporting, market and visibility.
- Following up on Aging stocks, Remnant stocks, promotion readiness & supply
- Responsible on the development and execution of the annual operating plan, to deliver company/ Category business objectives, Guide the annual Allocation of commercial investments across channels / customers
- Responsible on the monthly and annual forecast for the different brands under the portfolio.
- Contributes to activating Brand Essence through execution of consumer assets and brand campaigns Sold on ground activation
- Establish the brand identity of the Group and strategically position
- Managing the design, content, and production of all marketing materials
- Act as a content strategist for external stakeholders while working cross functionally internally to develop impactful and cohesive content per the brand messaging
- Create channel/ customer-specific activation plans and programs to grow value share, revenue & profitability.
- To shape the OMNI Channel Category Strategy and plans Channel 360 To optimize our Channel choices and P.O.S, Winning strategies& solutions for priority channels, Define the Picture of Success for the category, specific to each priority channel
- Gather, share, and apply shopper understanding in category, brand, channel and customer plans
- Lead the commercial deployment and sustaining of Strategic Revenue Management
- Manage execution and pre/post evaluation and develop best practices to improve trade investment effectiveness.
- Assist in the management of the product pricing strategy and trade marketing investments, balance profit, volume, and share objectives to deliver long-term growth.
- Support in development & implementation of marketing strategies to create society awareness of the company's business activities this includes but are not limited to creating market demand, target market shares & projections,
- identifying new & emerging market opportunities
- Effectively leads the implementation of strategic plans that includes marketing campaigns through both Soft POP and Hard platform to ensure the right activation by utilizing all outdoor media platforms such as advertising hoardings, digital screens, flags & signage etc.

Channel Category Sales Development Manager/ Dairy

Apr 2006 - Aug 2016

Nestle, Amman/Jordan

- Responsible on the development and execution of the annual operating plan, to deliver company/ Category business objectives;
- Responsible on the monthly and annual forecast for the different brands

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|----------------------------|-----------|
| Trade Marketing Capability | ● ● ● ● ● |
| Consumer Trends | ● ● ● ● ● |
| Marketing Strategy | ● ● ● ● ● |
| Digital Marketing | ● ● ● ● ● |
| Ability to Multitask | ● ● ● ● ● |

Languages

| | |
|---------|-----------|
| Arabic | ● ● ● ● ● |
| English | ● ● ● ● ● |

under the portfolio.

- Developing shopper insight-based solutions, Volume/Value action plans.
- Create channel/ customer-specific activation plans and programs to grow value share, revenue & profitability.
- Manage execution and pre/post evaluation and develop best practices to improve trade investment effectiveness.
- Assist in the management of the product pricing strategy and trade marketing investments, balance profit, volume, and share objectives in order to deliver long term growth.

Pharmacies Development Manager (Special assignment)

Apr 2013 - Aug 2015

Nestle, Amman/Jordan

-Responsible for the commercial planning sales/ volumes / value objectives.

-Effective distributor management, Evaluate, coach & train distributor team in sales techniques to drive profitable growth from existing & new accounts in the local area.

-Continually reviewing the performance and the development needs for the distributor to provide appropriate recommendations.

-Accountable for managing and controlling the cost of doing business with key customers and channel, which will highly affect the channel profitability.

Accomplishments:

Strengthen our relationship with chain Pharmacies which positively affected our sales, availability & visibility on shelf. (ex: PH One).

In one year being able to increase MS of CERELAC by 500bp.

Double digit growth for the past 3 years.

Champion of DMBP cycle with JDS & Arabco and JBP for Key Pharmacies.

Sales Administration Officer

Jul 2004 - Mar 2006

Nestle, Amman/Jordan

- Lead & Developed a team of two, support sales & marketing departments with necessary information and analysis.
- Managed marketing budget and monthly sales forecast.
- Execution of promotions according to marketing guidelines & activity plan. Competitive analysis by brand & budget updates.

Sales Administration Assistant

Nov 2002 - Jun 2004

Nestle, Amman/Jordan

Courses

Every day coaching.

Diversity & Inclusion – unconscious Bias.

Distributor Management Best Practices training

Channel Strategy Workshop

RGM Workshop

Nestle E-Commerce

Train The Trainer Situational Leadership

Managing Customer Profitability Workshop

7 Habits of Highly Effective People

Understanding Shopper Insight Workshop

Generating Demand, the Nestle Way/ Rive-René

Achievements

- Winning best in class for 2018 achievements.
- Shifting the retail business back to Nestle and driving double-digit growth for the past 2 years.
- Successful products re-launched campaign for Marigold with impressive execution.
- Running new successful promotion that reflects shopper understanding with positive ROI and winning proud moment.
- Pillar of NCS, championing LBP, support CSV activations with customers and member of Nestle engagement committee.
- Winning best in class in the Middle East for increase distribution in GT.
- Championing picture of success campaign 2014, along with Nestle Health and Wellness in retail for 3 consecutive years.