



Johannes Ivan B. GARI

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CAREER OBJECTIVE

Seeking a position where I can utilize and impart my acquired skills and knowledge in sales, marketing and business development.

SUMMARY OF QUALIFICATIONS

Developing sales experience in the UAE for B2B and B2C markets. 20 years of solid sales experience in various competitive industries in the Philippines mostly in Fast Moving Consumer Goods Industry (FMCG), Oil & Gas, and Construction. Experienced in conducting Business Reviews and formulating business plans. Excellent communication and interpersonal skills, with strong work discipline, time management skills and very organized. Strong customer orientation with the ability to develop strategies that can meet both the needs of customer and the business. Has practical creativity that focuses on results. With proven sales track record

KEY COMPETENCIES

- Fluent in speaking and writing English and Tagalog Language
- Business Planning
- Proficient in the use of Microsoft Office (Word, Excel, Power Point)
- With Valid UAE Drivers License

PROFESSIONAL EXPERIENCE

Beyond Green LLC – Warehouse C16 Khalifa Industrial Zone (KIZAD) Abu Dhabi, UAE



BEYOND GREEN LLC is a US-based technology company that manufactures environmentally friendly cleaning and sanitizing solutions. Our products use only "All-natural" Ingredients that surpass user's expectations as an alternative to hazardous chemicals without compromising on Performance.

Beyond Green LLC

Warehouse C16

Khalifa Industrial Zone

(KIZAD) Abu Dhabi, UAE

June 2021 – Present

Sales Executive

Role and Responsibilities:

- Search and Develop new customers in B2B markets in Oil and Gas, Commercial and Industrial, Hospitals, Hotels and Restaurants, Facilities Management companies.
- Develop the B2C market by penetrating the major retail channel, pet-shops & veterinary clinics.
- Responsible for the achievement of the overall sales targets (online other) by sourcing and prospecting for new business, as well as managing existing business to increase revenue.
- Conduct market research to identify selling possibilities and evaluate customer needs
- Actively seek out new sales opportunities through cold calling, networking and social media
- Identify opportunities and use creative techniques on how to get potential customers to witness actual product demo.

Grand Commodore Commercial and Movers Inc. - Philippines



July 2017 – December 2020

Self-Employed / Entrepreneur

- Acting as total liaison for total business operations (Trucking and Cement Dealership).
- Cement Dealership / Distribution catering to both Hardware Stores and Project Sites. (B2B, B2C)
- Average Gross Sales of \$300,000 - \$350,000 per month (80,000 – 100,000 bags) representing all cement brands.
- Ceased operation due to challenges brought by the pandemic.

Republic Cement Services Inc. – A CRH Aboitiz Company (formerly LAFARGE CEMENT) - Philippines



Republic is backed by the global expertise of CRH, a leading building materials company with main headquarters in Dublin, Ireland and Aboitiz, a diversified Filipino business conglomerate recognized as one of the best-managed organizations in the country and in Asia.

March 2014 – July 2017

Area Sales Manager

NCR3 - Rizal

Luzon Sales Distribution

Roles and Responsibilities:

- Manages Rizal Area which contributes 26% business of the total NCR Distribution Team. Generated annual business of Php 1.30 B for 2016 (\$ 28.5M USD)
- Conceptualization and Execution of Route-to- Market strategies that will aid in achieving efficient and more profitable operations for the Key Dealers assigned in the territory.
- Achievement of set KPI's in terms of Volume, Market Share, and Availability
- Identify opportunities and recommend incremental sales generating activities
- Market Segmentation and customer profiling, execution of Trade Marketing Programs
- Monitors KPI performance, pricing, and competitive activities
- Provides coaching and training of 3 Retail Specialists and 1 Management Trainee
- A/R Management

Achievements:

- Successfully implemented the full set-up of the Key Dealer Program in South Rizal Area (Aug 2016)
- The only ASM in NCR Region who achieved / surpassed the set budget by 108%, and grew the business vs. LY by 13% for Q1 2017 (open for validation)
- Highest performance for Wallmaster Pipeline (Specialty Cement Product) with 170% achievement vs. target.
- 2017 LEAD(Leadership Experience and Development) Program Candidate – Feb 2016 onwards



TOTAL S.A., with headquarters in Paris, France, is at the forefront of fuel innovation and energy solutions, that has quickly risen to become the 4th largest oil and gas company in the world, No. 1 in France and a trusted major petroleum player in the Philippines. TOTAL has over 700 industrial sites and 15,000 Service Stations in 130 countries serving almost four million customers daily.

February 2011 – March 2014

**Area Manager – South Luzon
Business to Consumer Department
Specialties Division - Lubricants**

Assigned in the South Luzon Region to search and develop existing High Street and Commercial/Industrial distributors under the Business to Consumer Department. I serve as a business consultant to the distributors, influencing them on how to maximize business potential and profitability of their respective area of assignment.

Job Dimensions:

- Performs sales and accounts management responsibilities and activities covering the customers of the B2C Sales department within an assigned geographic area or zone of coverage (business segment: automotive distributors - high-street, garages, commercial channels) in order to attain the following objectives:
 - Sales and profitability objectives measured against set BU: in terms of volume (in MT) and GMVC (in KEuro)
 - Control and management of credit exposure (measured in terms of DSO and past dues against set BU) and assist in the attainment of the Division's working capital objective.
- Develops and maintains an effective network of High Street Distributors in the assigned geographic area, with individual sales and profitability targets contributing to the entire zone's objectives.

Activities:

- Develop sales strategies in support of territory sales goal (in volume, margin, mix-product ratio, DSO). Sales strategies are to be fully aligned with Specialties Division requirements.
- Develop action plans together with the B2C Sales Manager in order to achieve set objectives (including detailed sales activities and programs, expense requirements, and role of company/division support functions, etc.) and execute theme to achieve the desired results
- Develop and take ownership of Sales objectives, plan and projects in the assignment territory
- Solicit new customers and maintain relations with existing ones.
- Support Distributor Sales Representatives on coordinating sales call to distributors accounts, manage company's investment (equipment) in accounts
- Monitor Sales performance of customers and distributors
- Provides Sales coaching and trainings to Distributor Sales representatives
- Assist Distributor in Pricing, marketing programs, equipment campaigns for better efficiency and alignment.
- Coordinate and implement with Marketing all tactical ads & promo initiatives and activities as directed by the Division Do market and competition intelligence, update and report to management
- Communicate constantly with the B2C Sales Manager (i.e. regular meetings and discussions) to ensure proper execution of set plans, assessment of progress (and whether alternatives are needed), and evaluation of results

Fonterra Brands Philippines Inc.



Dairy for life

Fonterra Brands (Phils.) Inc. is a subsidiary of Fonterra Dairy Co-operative, one of the world's largest dairy companies. Today, Fonterra Brands (Philippines) is one of the leading consumer goods companies in the country, proud of its roles in bringing the best quality dairy products to the consumer and committed to do so for many years to come. Our brands to date includes ANLENE, ANMUM, ANCHOR, MAINLAND & PERFECT ITALIANO.

February 2005 – January 2011

Key Accounts Manager

Modern Trade (Supermarket Channel)

Handling SM Hypermarket & Waltermart

Brands Handled:   

I was tasked to handle SM Hypermarkets which is the leading Supermarket/Hypermarket chains across the Philippines. I influence their decisions in critical business areas by using conceptual selling techniques and data-based presentations. This involves developing product ranging, shelving, pricing and promotion strategies, based on research that gives us insight into what drives shopper purchase behavior. I also design business plans which will deliver sales and market share objectives and help customers to develop programs which will build the business for them and for us.

Job Activities:

- Develop and manage long-term effective business relationship with customers.
- Deliver customer sales objectives by category, align Fonterra Brands strategy with customer needs by developing mutual business opportunities.
- Maximize short and long term sales, profitability and build long term successful business relationships with customers to become the preferred supplier.
- Achievement of the customer sales growth targets by category.
- Ensure that core distribution, coverage and visibility objectives are met
- Ensure category planograms, merchandising guidelines, rotation and new line introduction guideline implementations.
- Constantly work to improve the return on investment through the management of financial performance of Key Account Customers.
- Monitor customer business performance and jointly develop action plans to address any business opportunities.
- Responsible for maintaining an up-to-date Fact Book for customer trends and business dynamics.
- Responsible for forecasting sales volumes for assigned Key Accounts (Part of Monthly Business Planning Cycle (MBPC) Process).
- Analyze Key Account performance and recommend action to accelerate growth.
- Accounts Receivables Management. Reconciliation of hanging balances and DSO

Career Highlights:

- Proven sales track record *growing the business of SM Hypermarket by 28% for CY 07.*
- Recognized by the company as **1st Runner-up Sales Achievement Awardee for FY 07-08.**
- Improved stocking level in SM Hypermarket based on average off-take and maximum capacity of extra display points.
- Took the lead to captain the Adult Milk Category in Waltermart, and Growing-Up milk category in SM Hypermarket.
- Maximized Trade Expense by getting additional concessions to achieve Merchandising Objectives.
- Successfully executed the Anchor Nutrition Clinic in Waltermart. Registering significant sales lift of 46% after promo effect.

IDS Marketing (Philippines) Incorporated – Bagumbayan Quezon City, PHILIPPINES



a subsidiary of Li & Fung Group

IDS Marketing Philippines (a subsidiary of Li & Fung Group) represent brand owners by distributing their products to consumer and healthcare outlets across the country. They primarily focus on distributing FMCG products and have developed multi-distribution channels.

June 2001 – January 2005

Van Sales Representative

*Associated British Foods & Beverages
(Ovaltine & Twinings Tea)*

- Experienced Van salesperson in the area of PANAY ISLAND and BACOLOD, PHILIPPINES
- Generate expected volume and revenue targets in the given area.
- Motivate and manage customers within the designated geographic area for brand/product portfolio development.
- Identify new and prospective customers, educate, create awareness and activate them to increase numeric distribution.
- Organize and plan the routing to ensure optimum coverage in the assigned area.
- Collect and Remit Payments from customer.

Education

June 1997 – March 2001

Colegio de San Juan de Letran

Intramuros, Manila

Bachelor of Science in Business Administration

Major in Business Management

Seminars/Workshops Attended

- 2017 LEAD(Leadership Experience and Development) Program Candidate – Feb 2016 onwards
- Distributor Management System (Total Philippines) – August 2012
- Basic Lubrication Training (Total Philippines) – February 2011
- Role of the First Line Leader (Globe Telecom) – July 2009
- Consumer Broad Band Training (Globe Telecom) – June 2009
- Effective Negotiating and Influencing Skills facilitated by Mansmith and Fielders (Fonterra) – December 2007
- Negotiation Skills & Key Account Management Workshop (IDS Marketing) – September 2005
- Category Management Workshop (IDS Marketing) – January 2005

Personal Information

Nationality:	Filipino
Civil Status:	Single
Age:	43 yrs. Old
Height:	5ft. 10inches tall
Weight:	175lbs.
Birthday:	November 12, 1978
Religion:	Catholic
Emirates ID No.	784-1978-2517731-0
Passport Number:	P7611716B

References

Available upon request.