

James Willow

BUSINESS OPERATIONS & MANAGEMENT PROFESSIONAL

CAREER OBJECTIVE

To be a successful leader in operations management where I can utilize my potential and capabilities to achieve the organizational objectives and seize the opportunities for professional development. 14 years of experience as an E-Commerce Senior category management and sales Development in managing the operations team and in delivering results beyond expectations. Committed towards the organization goals and leading the team in planning and execution of the tasks. Strong technical knowledge on the business process and imparting necessary training to the team towards effective handling of the work. Has rendered cross-functional support and on time reporting to the management on the performance. Good knowledge on the financial, legal and HR principles of the business. People person's skills are excellent in motivating, delegating, persuading, and taking the team along to achieve the objectives of the organization.

WORK EXPERIENCE

SALES DEVELOPMENT MANAGER FMCG / ABC

Feb 2019 – XYZ Company

- Defining and implementing the category mapping, guidelines, planograms, concepts, & assortment for all City Stores.
 - Determining annual unit and gross-profit plans by implementing marketing strategies; and analysing trends and results.
 - Establishing sales objectives by forecasting and developing annual sales quotas for regions and territories; and projecting expected sales volume and profit for existing and new products.
 - Implementing national sales programs by developing field sales action plans.
 - Maintaining sales volume, product mix, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors.
 - Establishing and adjusting selling prices through sales strategy by monitoring costs, competition, and supply and demand.
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ACHIEVEMENTS

- **Successfully completed 10 years of working at XYZ Company**
 - **Achieved the best display award of ABC event.**
 - **Awarded the best display award for beauty event.**
 - **Accomplished best manager award for team development.**
 - **Supervised and launched the localization project.**
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EDUCATION

- **Bachelor of Business Management**
2001-2004 / University of XYZ / London
- **Commerce and Economics**
University of XYZ