

## Khaled R. Ladki

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### Key Skills

Strategic Planning

P&L Management

Sales & Business Development

Marketing Management

New Product & Market Launches

Product Development

International Business Management

Team Development & Leadership

MIS Reporting

## Regional Sales Manager MENA /Business Development Manager/ Country Sales Manager/ General Manager

**Location Preference:** Middle East, Africa, Canada, USA and Singapore

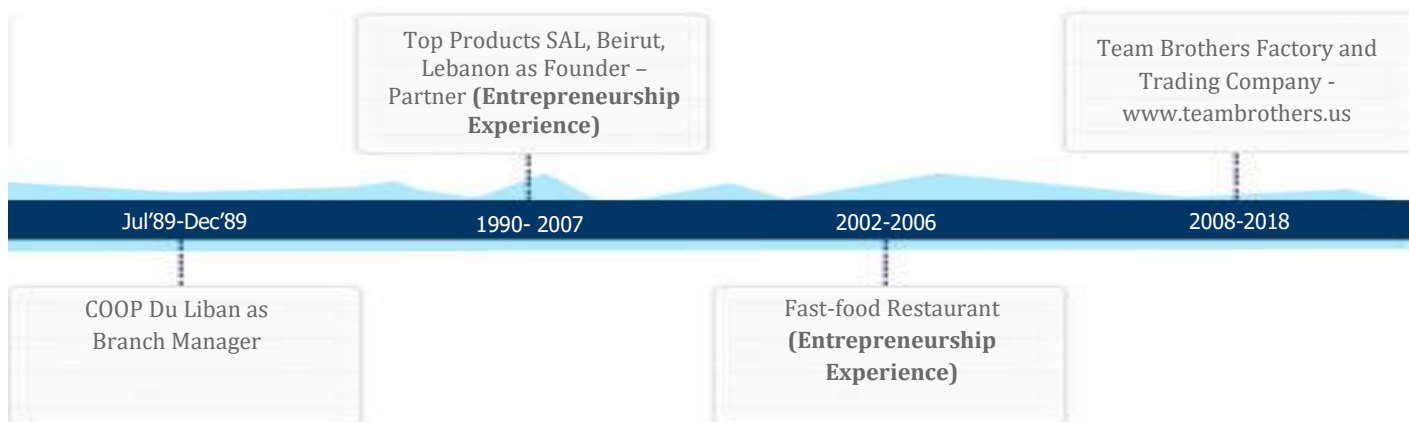


### Profile Summary

- ▶ A strategic professional with **29 years** of experience in achieving revenue and business growth objectives in a rapidly changing business environment & turnaround business scenarios with exposure of working in international markets in FMCG industry
- ▶ Expertise in leading the business in alignments with company's mission and strategic direction as conveyed through policies & corporate objectives
- ▶ History of excelling in introducing new products, expanding markets and leveraging existing technology and knowledge base with internal resources to facilitate business excellence
- ▶ Possess deep understanding of critical business drivers in multiple markets; highly successful in building relationships with upper-level decision makers, seizing control of critical problem areas and delivering on customer commitments
- ▶ Effectively managed teams to meet the needs of market, sustaining a positive & committed organization culture and ensuring appropriate professional & personal development of staff team members
- ▶ Achievement oriented professional with excellent people management skills and capability to manage change with ease



### Career Timeline



### Education

- ▶ BBA-Business Management & Administration from American University of Beirut, Lebanon in 1988
- ▶ Baccalaureate Level, Mathematics from International College, Beirut, Lebanon in 1984

## Work Experience

2008-2018

### **Team Brothers Factory and Trading Company - [www.TeamBrothers.US](http://www.TeamBrothers.US), General Manager**

#### **Key Result Areas:**

- ▶ Directing import, produce, distribute and sell the finest quality of Coffee, Tea, and Herb items in a manner creating awareness & demand
- ▶ Managing sales & marketing operations by ensuring optimal utilization of resources
- ▶ Leading the overall business operations in order to meet the defined targets in terms of production, resource utilization and budgets while monitoring appropriation of CAPEX/ OPEX
- ▶ Identifying scope for planning, implementing & monitoring technological changes to enhance productivity as well as working on modifications in equipment
- ▶ Documenting various MIS reports for the top management's perusal and assisting in critical decision-making
- ▶ Liaising with the team members to provide guidance on process development, detailing on quality requirements and finalization of quality plans
- ▶ Identifying market opportunities for accelerating product launch and promotions activities
- ▶ Heading the complete business development activities to ensure completion of defined revenues & profitability for the respective markets and product lines
- ▶ Creating growth & market-building strategies and tactics including programs that targeted prescribers, influencers, and consumers
- ▶ Exhibited in SIAL-ME 2014

#### **Highlights:**

- ▶ Acquired value added products through applied plan and formulated new & creative ideas to the market-place, both in product offerings as well as in marketing events within limited budget
- ▶ Positioned the brand with strong brand recognition within business etiquette
- ▶ Successfully launched Factory Packing Teabags, Herbs in Teabags, Cappuccino and Coffee Mix in Sachets

Jul'88-Dec'89

### **COOP - Joined as Branch Manager (Beirut - Hamra) Business Development Manager**

#### **Highlights:**

- ▶ Implemented turnaround strategies and made the organization profitable within one year
- ▶ Developed new outlets and client-information database that was later adopted by all branches of the COOP

## Entrepreneurship Experience

2002-2006

### **Fast-food Restaurant**

#### **Highlight:**

- ▶ Managed the overall business operations including procurement , marketing and operations

1990-2007

### **Top Products SAL, Beirut, Lebanon as Founder - Partner**

#### **Highlights:**

- ▶ Managed import & promote food stuffs and consumer items from key sources around the world
- ▶ Managed to supply FMCG items to Lebanese Army
- ▶ Led the launch of "**Entremont-Alliance**" processed cheese "**Boy**" brand in 1991, achieved 30% market share within 2 years in Lebanon and positioned the as the most famous processed cheese
- ▶ Optimized distribution network through scheduled imports and relied on wholesaler warehousing to minimize working capital impact thereby

maintaining 50% market share

- ▶ Successful in launching “Florida Garden” as private brand for a range of Canned Prepared Foods and Edible Oil; created an innovative product design that allowed 1 customer to develop from an average to major player in the industry
- ▶ Developed “Johnston” premium Ceylon Tea Bags brand through below-the-line marketing and achieved market leadership for Ceylon Tea in Lebanon within 3 years, becoming next after generic multinational brand
- ▶ Conducted a number of market surveys and proposed innovative products for market launches
- ▶ Established in a customer base of 2000 outlet clients by developing a strong rapport with potential customers, finding their particular needs and matching them with specific products
- ▶ Achieved the some of average USD 6 million on yearly basis through successful marketing campaigns & a coherent, dedicated and motivated sales team
- ▶ Drove a strategic study for Top Products sale, construction of one factory for producing biscuits and another for processed cheese to define business strategy
- ▶ Travelled to all factories that the company imported their products and learned in depth details about the products thus fulfilling product awareness to coach sales team adequately
- ▶ Attended International FMCG exhibitions: Anuga (Germany), Sial (France), and Gulf-Food-Dubai
- ▶ Worked on establishment of First Elite outlet of chain of supermarkets in 1992 - "Shopper's"

## Voluntary Experience

- ▶ Team Leader for 3000 Volunteers that monitored election process and confirmed final election process & results of Beirut Capital City (for 18 parliament members that represent the capital city in parliament)
- ▶ Member of Sporting Swimming Club 1981 - 2007 (Swimming Sports)
- ▶ Started Kids Professional Swimming, from age group 7-12 and trained 3 X/Week, whom became future champions in swimming in Aljazeera Swimming Club

## Sports & Hobbies

- ▶ Football Coach, Table Tennis, Volleyball, Swimming, Reading, and Walking



## Personal Details

**Date of Birth:** 7<sup>th</sup> November 1966

**Languages Known:** English (Native), Arabic (Native), French (Working Knowledge)

**Address:** Ras Beirut, Koraytem, Nancy Street, Liban-Post Building (next to Saudi Embassy), Third Floor