

AYAN DASGUPTA

High performance Commercial Leader | Exports and International Sales |
Key Account Management | New Business Development | Market entry
FMCG (Food) | MNC and local groups

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Location: India/UAE

Entrepreneurial Commercial Leader with over 16 years of experience leading international sales, new business development, business unit set-up, new market entry, and key account management in the FMCG (food) sector. Recent experience leading a USD 8 Mn (AED 30 Mn) sales P&L.

Seasoned exports professional with strong, long-term global customer relationships – across the Asia Pacific, Africa, Europe, Eastern Europe, North America, and Middle East regions. Track record of supporting the turnaround of underperforming businesses based in India and the GCC by driving international sales, leading new market penetration, improving margins, and launching new business lines to increase bottom-line.

Executive with a strategic mindset and the ability to build sales infrastructure from the ground up by leading implementation of business development/sales strategies while ensuring processes are in line with best-practice standards.

Performance and team-oriented approach, with a reputation for effective and credible stakeholder management (internal and external). Achievements have included championing all the aspects of product management including the launch of new products and leading market entry (Iraq, Mauritius, China, Netherlands, Kuwait, Bahrain, and Africa).

Key product experience: Gherkins, Juices, Pulp & Concentrates, Beverages, Biscuits, Cookies, Wafers, Snack Pellets, Ready To Eat Products

EXPERTISE

- Strategic Business Planning
- New business set-up
- New Business Development
- Market Research & Analysis
- Revenue & EBIDTA Growth
- International Sales & Marketing
- Product/ Brand Management
- Commercial turnaround
- Stakeholder Management
- Key Account Management
- Team Building
- Best-practice SOP

CAREER DETAILS

Global Food Industries
Export & Private Label Business Manager

2021
UAE

Responsible for exports and private label business across the beverages and snacks (biscuits) product lines at Global Food Industries, a reputed food manufacturing business backed by reputed shareholders undergoing rapid growth and transformation.

Worked closely with senior management to lead sales across the US, Canada, Europe GCC & Africa.

Led expansion of business by devising go-to-market strategies focused on improving profitability and identifying new streams for long-term revenue growth. Collaborated with top management, sharing insights and inputs necessary to tailor strategy. Led, trained, and monitored team to ensure efficiency in business operations and that targets were met.

Accomplishments:

- Led 12% growth in export sales for the beverages business in the US and Canada
- Sales generated:
 - USD 2.7 Mn (AED 10 Mn) for the private label and branded beverages business (exports market)
 - USD 4 Mn (AED 15 Mn) for the private label and branded biscuit business (exports market)
 - USD 1.8 Mn (AED 6.9 Mn) for the private label biscuits business from Saudi Arabia
 - USD 1 Mn (AED 4 Mn) for the private label beverages business from Yemen within the first 2 months

Unibic Foods India Pvt. Ltd
Head – Exports & Private Label

2018 – 2021
Bangalore, India

Unibic is a private equity backed company with Australian shareholders that manufactures and distributes products under the snacks (biscuits, cookies, wafers) category. Led exports of the Biscuits, Cookies, and Wafers product range across the Middle East, Indian Subcontinent, Southeast Asia, Africa, and Russia.

Developed and managed the organizational blueprint for the portfolio management of strategic priorities and new business ventures/partnerships to achieve performance excellence. Executed large-scale projects to build innovative solutions and address business challenges.

Accomplishments:

- Led 46% growth in Export Sales in FY 18-19 and 30% in Export Sales in FY 19-20
- Introduced five new distributors during in FY 18-19 and seven new distributors in FY 19-20
- Elevated brand visibility of Unibic Cookies in the Middle East through advertising and promotions
- Identified distributors in Tanzania, Kenya, DR Congo for distribution of UNIBIS cookies in FY 19-20
- Launched UNIBIS Cookies & UNIBIC Wafers in Seychelles (distributors) and UNIBIS cookies in Gabon
- Led introduction of new products like Wafers at Gulfoods 2020 UAE and led the introduction of new and old products into China, Philippines, Hong Kong & Taiwan through participation at ThaiFex 2019 Thailand
- Sales generated:
 - USD 4.9 Mn (INR 36 Cr.) for the Branded Exports & Private Label business (FY 18-19)
 - USD 5.9 Mn (INR 44 Cr.) for the Branded Exports & Private Label business (FY 19-20)
 - USD 100K (INR 74 L) during the FY 18-19 from Qatar
 - USD 600K (INR 4.4 Cr.) during the FY 18-19 from Nepal
 - USD 200K (INR 1.4 Cr.) during the FY 18-19 from the Netherlands

TTK Healthcare Ltd. (Foods Division)
Deputy General Manager – Exports & Institutional Sales

2015 – 2018
Bangalore, India

TTK Healthcare (Foods Division) is a part of USD 330 million (INR 2500 Cr.) TTK Group was set up to manufacture and sell the 'FRYUMS!' ready-to-fry snack pellet brand in the retail market. The company is now a pioneer in manufacturing Potato and Cereal based pellets for markets in India and abroad.

Led exports of the Snack Pellet Product Range across all markets including CIS, Eastern Europe & Middle East regions. Conceptualized and implemented innovative marketing activities, strategies, presentations to drive business growth. Assessed revenue potential in specific overseas markets through research and analysis before strategizing and leading implementation of plans to achieve pre-set targets.

Accomplishments:

- Successfully brought in USD 600K (INR 4.5 Cr.) from previously untapped markets - Korea, China, Bangladesh, Iraq, Iran, Israel, Canada, and Australia
- Introduced newly developed products in the GCC & APAC region
- Introduced potato pellets at the largest retailer in Korea, Emart
- Introduced TTK Pellets to PepsiCo in South Africa, Thailand, Saudi Arabia, and Iraq
- Led growth in turnover:
 - Grew sales volume by 170% and company turnover by 120% in FY 17-18
 - USD 1 Mn (INR 7.7 Cr.) in FY 16-17 - increased company's sales by 40% and revenue by 50%
 - USD 730K (INR 5.5 Cr.) in FY 15-16 - increased company's sales by 30% and revenue by 35%

**International Sales & Marketing Consultant
Kosher Pickles & Kaveri Foods****2014 – 2015
Bangalore, India**

Led exports of gherkins across the Retail, Bulk Packs, and Ready To Eat (RTE) product range to Russia and South East Asia.

Accomplishments:

- Successfully generated USD 600K (INR 5 Cr.) in business in the bulk category from the Russian Market
- Led market penetration into Kazakhstan, Ukraine, and Egypt
- Grew business and registered a turnover of USD 1.3 Mn (INR 10 Cr.) for the bulk category

**Senior Manager – Exports
UB Group****2013 – 2014
Bangalore, India**

UB Group is an Indian conglomerate company; its core business includes beverages and investments in various sectors. Led exports of Mango Pulp and Slices in Retail Packs and Beverages across Europe, Africa, and Eastern Europe. Generated (USD 2 Mn) INR 15 Cr. in business from the European and Canadian markets and USD 1.5 Mn from the beverages business.

**International Market Manager
Karuturi Foods Pvt. Ltd****2010 – 2013
Bangalore, India**

Led exports of gherkins in retail and bulk Packs across North America, Asia Pacific, Russia, Middle East, and Europe. Also led pan-India institutional sales.

Business generated:

- 35 FCL (full container load) order for gherkins in a bulk pack from Azerbaijan worth USD 265K (INR 2 Cr.)
- Retail pack for a popular brand in US market worth USD 319K (INR 2.4 Cr.)
- 20 FCLS from a new client in Kazakhstan worth USD 400K (INR 3 Cr.)
- Gherkins in the retail pack for the US Market worth USD 400K (INR 3 Cr.) and a private label recognized brand for Russian Retail Chains worth USD 665K (INR 5 Cr.)
- Sales orders from leading companies in domestic markets: Del Monte, Golden Crown & Purple Seagull

**Assistant Manager - International Sales & Marketing
Sterling Agro Product Processing Pvt. Ltd.****2007 – 2009
Bangalore, India**

Led exports of gherkins (retail & bulk packs) across the Middle East, CIS, Asia Pacific, and North America

Accomplishments:

- Attained an overall turnover of USD 7.9 Mn (INR 60 Cr.) for both retail and bulk business

- Successfully generated business of USD 2.6 Mn (INR 20 Cr.) from key accounts like Metro A&P, Loblaw, Bilo & Giant Tiger in the North American market

Executive –International Marketing
Global Green Co. Ltd.

2005 – 2007
Bangalore, India

Led exports of gherkins in retail and bulk packs across Russia and APAC. International clients included Heinz (Korea), Kawaguchi Trading (Japan), Manassen Food (Australia), and Fawcett Brothers (Australia and APAC)

ATTENDED

EVENTS

- Gulfood Show in 2020, 2019, 2017, 2016 & 2010 at Dubai, UAE.
- ANUGA, Food Show 2019, 2017 & 2011 at Cologne, Germany.
- ThaiFex in 2019 in Bangkok, Thailand.
- Kintex Food show in 2017, South Korea.
- Snackex, 2017, Vienna, Austria
- Asia Food Expo 2017, Philippines.
- Private Label Manufacturers Association 2012 at Amsterdam, Netherlands.
- World Food Moscow Show 2012, 2011 & 2010 at Moscow.
- SIAL Food Show 2012, 2010 & 2008 at Paris, France.
- Private Label Manufacturers Association, 2009 Chicago, USA.

SEMINARS

- International Marketing at Global Green Company Ltd. (Jan'05 – Apr'05).
- Workshop Global Marketing Strategy through Computer Simulation - by Dr. Richard Colombo, Professor of Marketing, Fordham University, USA (Mar'04).
- Globalization Initiatives and Detail Country Assessment at NTPC (May'04 – Jun'04).
- Cross-Cultural & Business Ethics - by Professor Katherine Combellick, Director International Communication Fordham University, USA (Dec'03).
- 66th Export Management Training Program conducted by VTPC (Visvesvaraya Trade Promotion Centre) Government of Karnataka.

EDUCATION

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| 2005 | EMPI Business School – Delhi, India
PG Diploma in Global Business Management |
| 2002 | Calcutta University – India
Bachelor's degree in Commerce |

PERSONAL DETAILS

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| Date of Birth | 11th December 1980 |
| Languages | English, Hindi, Bengali |