

# United Arab Emirates Jobs Expertini®

## Business Unit Head - Sea Food

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Company: GMG Group

Location: United Arab Emirates

Category: healthcare-practitioners-and-technical

### Join Our Dynamic Team as a Business Unit Head - Sea Food at GMG!

#### About GMG:

GMG is a global well-being company retailing, distributing and manufacturing a portfolio of leading international and home-grown brands across sport, food and health sectors. Its vision is to inspire people to win in ways that make the world better. Today, GMG's investments span four key verticals: GMG Sports, GMG Everyday Goods, GMG Health, and GMG Consumer Goods. Under the ownership and management of the Baker family, it has become a leading global company, affiliated with the world's most successful and respected brands in the well-being sector. Working across the Middle East, North Africa, and Asia, GMG has introduced more than 120 brands into its markets.

#### About The Role: Business Unit Head - Sea Food

We are seeking a highly competent and experienced **Business Unit Head for our Sea Food Division** to steer the department towards exceptional performance and market leadership. This role demands a strategic thinker with a knack for enhancing operational efficiency, boosting sales, and enriching customer service levels within the Sea Food vertical.

#### Your Key Responsibilities Include:

Category Expertise: Demonstrate in-depth knowledge of Seafood category complexities.

Trade Channels and Market Knowledge: Navigate GCC trade channels for Sea Food products.

Possess knowledge of the North America and Europe Frozen Seafood Industry for Seafood BU Head position.

Financial Management: Manage Profit and Loss statements with a solid understanding of Gross Profits (GPs) and Real Margins.

Marketing and Activations: Oversee Outlet activations, Trade marketing, Impulse creation, and category management.

Proficient in ATL (Above the Line), BTL (Below the Line), and Shopper marketing.

Factory Operations: Oversee and manage factory operations within the career.

Departmental KPIs: Possess knowledge of key performance indicators (KPIs) in departments including Manufacturing, QC (Quality Control), R&D (Research and Development), Sales, Trade Marketing, Marketing-Branding, and Finance.

Competitive Landscape: Demonstrate a fair understanding of the competitive landscape in the concerned category.

Product and Category Launch: Execute product and category launches in the respective category.

Quality Standards and Regulatory Compliance: Ensure adherence to quality standards required for maintaining A-class operations.

Possess knowledge of regulatory requirements across multiple regions

Mainstream Operations and Customer Relations: Familiarity with mainstream operations and customers across various regions.

Logistics and Regional Challenges: Knowledgeable about logistics and related challenges linked to different regions.

Industry Sizes and Data Mining: Understand industry sizes and utilize EPOS data, believing in data mining for A-class sales efforts.

Direct Experience and Target Orientation: Have direct experience in respective categories.

Be a target-oriented, results-driven individual with a proven track record of successful greenfield projects

### **Job Requirements:**

Proven experience in a leadership role within the Sea Food industry or related fields is highly desirable.

Strong understanding of the global Sea Food market, including trends, challenges, and opportunities.

Excellent communication skills, capable of effectively negotiating and building fruitful partnerships.

Demonstrated ability to lead and inspire a team towards achieving business goals.

Robust analytical skills, with a proficiency in using data to inform strategic decisions.

Flexibility to address shifting business needs and market demands.

### **Apply Today!**

If you are passionate about making a tangible difference in the Sea Food sector and possess the skills we're looking for, we would love to hear from you. Embark on this rewarding journey with GMG and help us inspire people to win in ways that make the world better.

*GMG is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.*

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