

## National Sales Manager - HORECA

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Company: Coca-Cola

Location: United Arab Emirates

Category: other-general

### The Role

- The role of Head of HORECA ensures that we maximize our competitive position in the marketplace.
- The main responsibility of the role is to lead the HORECA sales team in delivering on sales fundamentals of volume and revenues growth ahead of Market, execution and activation and people leadership, thus achieving monthly and annual value, volume, execution, financial set targets.
- Responsible for developing and leading the sales team to deliver targets in sustainable way.
- Develop people and sales capability both effectively and efficiently to put us on the path towards developing a world-class and performance driven sales organization, through support from Leadership Team
- Develop and implement strategies and tactics to maintain and develop the overall performance of the sales teams including active sales coaching across the team aligning with key stake holders across different functions.
- Lead the sales team and other functions through Growth Behaviors and by setting smart performance indicators and track performance vis business and individual performance reviews.

### Requirements

- Bachelor's degree in business, commerce or related
- Master's Degree/Professional qualification in Management, Marketing, Economics Business Information Systems, Finance, or related fields preferred.
- 8 – 10 years of leadership responsibility in Core Sales, Channel Management & Development is preferred
- Sold Experience in UAE HORECA business will be an added advantage
- Be able to provide strategic vision and lead a team of dynamic sales

professionals • Understand cross variable data analytics to define strategic directions • Strong business acumen • Change management and leadership skills • Engage top management level cross functions • Accelerate decision making processes to enable speed in the market • Strong project management skills, with demonstrated track record of applying program management principles, change management practices and techniques with a strong results orientation. • Takes calculated risks to achieve desired results.

#### About the company

The Coca-Cola Company (TCCC) is the world's largest beverage company, refreshing consumers around the world for over 137 years. Our unrivaled portfolio includes more than 500 sparkling and still brands and more than 3,800 beverage choices, with iconic brands such as Coca-Cola, Sprite, Fanta, Costa Coffee, Monster, Powerade, Minute Maid, Nutri Boost, and Schweppes. The Coca-Cola Bottling Investments Group (BIG) is TCCC's global bottling arm whose operations are primarily focused on markets in Asia and the Middle East, covering 13 countries with 45 plants and over 38,000 employees, serving 1.8 billion consumers. BIG has evolved over the years and the future is exciting it is currently regarded as a world-class bottler and a role model for system alignment, with many years of experience winning in the market and developing talent and innovations in the countries where it operates. The Gulf Coca-Cola Beverages (GCCB) is a bottling company of The Coca-Cola Company and the Gulf Cooperation Council (GCC) region. The joint venture operates in four (4) countries namely, Bahrain, Oman, Qatar, and the United Arab Emirates (UAE). The company produces and distributes a variety of non-alcoholic beverages under the Coca-Cola brand in the Gulf region. It is a place where you can make a positive mark on the world. Whether through our sustainability initiatives, human rights work, or the ripple economic impact each person creates by simply doing their job well, there are endless opportunities to build shareholder value and make an impactful contribution to many communities.

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