

PREBAHAREN JEEVARETNAM

National Sales Manager – Modern Trade | Key Account Leadership | FMCG | P&L & Revenue Growth Management

Colombo, Sri Lanka | +974 507894844 | prebaharen@gmail.com | LinkedIn | Nationality: Sri Lankan | Available to relocate immediately

PROFESSIONAL SUMMARY

Senior FMCG commercial leader with 20+ years of progressive experience, including 10+ years in senior leadership roles with deep specialism in Modern Trade channel management, Key Account leadership, and P&L ownership. Proven track record of building and executing Joint Business Plans (JBPs) with major retail partners, driving Revenue Growth Management (RGM), optimising Trade Terms Strategy, and delivering best-in-class in-store execution. Experienced in leading high-performing sales organisations across multinational FMCG environments, with strong cross-functional capability spanning Marketing, Supply Chain, and Finance. Sri Lankan national with native Sinhala and Tamil fluency — bringing both international FMCG best practice and an innate understanding of the Sri Lankan market context — ready to lead the Modern Trade channel as a mini General Manager, owning revenue, profitability, and strategic retailer partnerships for Flora Food Group.

CORE COMPETENCIES & ATS KEYWORDS

Modern Trade Channel Strategy & P&L Ownership • Key Account Management (KAM) • Joint Business Planning (JBP) • Revenue Growth Management (RGM) • Trade Terms Strategy (TTS) & A&P Optimisation • Shopper & Customer Marketing • Category Management & Planogram Execution • In-Store Execution Excellence • Integrated Business Planning (IBP) & Demand Forecasting • Annual Sales Planning, Budgeting & Forecasting • Innovation & New Product Launch Management • Retail Audit & Shopper Insights • Competitor Intelligence & Market Analytics • Commercial & Financial Governance • Working Capital Management • Cross-Functional Leadership (Marketing, Supply Chain, Finance) • Team Leadership & Capability Building • High-Performance Culture Building • Executive & Senior Stakeholder Management • Commercial, Financial & Analytical Acumen • Sinhala (Native) • Tamil (Native)

KEY PROJECTS & INITIATIVES

NELLARA FOODS (RF COMBINE GROUP)

- Defined and rationalised the full product portfolio, establishing a structured categorisation framework that improved range clarity and enabled data-driven ranging decisions across all markets.
- Designed and deployed a live MIS and interactive Power BI dashboard, providing real-time visibility into sales performance, channel execution, and distributor KPIs across the leadership team.
- Appointed 5 new distributors across the GCC and Europe, expanding market reach and strengthening route-to-market infrastructure for sustained international growth.
- Led end-to-end ERP implementation, coordinating cross-functional stakeholders and overseeing deployment to improve operational controls, data integrity, and supply chain visibility.

GROUP DISTRIBUTION

- Onboarded 5 new international brand principals with a combined portfolio value of USD 12 million, leading commercial negotiations and go-to-market planning to integrate brands into the distribution network.
- Led a route-to-market optimisation project using geocoding, GPS tracking, and outlet mapping to redesign sales territories, improve call frequency, and enhance numeric distribution and field execution efficiency.

UNITED INTERNATIONAL TRADING COMPANY (UITC)

- Designed and implemented a Modern Trade planogram programme by category and brand, standardising shelf layouts across key accounts to maximise share of shelf and drive category growth.
- Pioneered the opening of a new HORECA channel business, developing a tailored route-to-market model and onboarding foodservice accounts to create an entirely new revenue stream.

AUJAN COCA-COLA BEVERAGE COMPANY (ACCBC)

- Led a route-to-market optimisation project, restructuring sales territories and refining channel coverage to improve field productivity, reduce cost-to-serve, and enhance in-market execution.
- Managed the commercial launch of 30+ new products across multiple brand platforms, overseeing trade sell-in, listing negotiations, and in-store activation to deliver strong distribution at launch.

ALMARAI COMPANY

- Implemented 10 new sales routes and opened 4 new geographical territories from the ground up, onboarding trade partners, building distribution infrastructure, and expanding Almarai's commercial footprint across the Kingdom.
- Contributed to the establishment of 2 satellite depots, supporting logistics decentralisation and improving service levels and delivery lead times to outlying areas.

PROFESSIONAL EXPERIENCE

NELLARA FOODS (RF COMBINE GROUP)

Head of Business Development – Global Sales (Regional Sales Leadership)

Aug 2024 – Present

Dubai, United Arab Emirates

- Own end-to-end P&L for a multi-brand, multinational FMCG portfolio across Modern Trade and other channels — driving revenue, profitability, and market-share expansion in line with principal and corporate expectations.
- Develop and execute Modern Trade channel strategies and route-to-market models, driving in-store execution excellence, category growth, and share-of-shelf improvement across key retail accounts.
- Lead Joint Business Planning (JBP) and quarterly business reviews with key retail accounts; set clear commercial KPIs, drive accountability, and embed a high-performance execution culture across the channel team.
- Own annual commercial planning — sales budgeting, IBP inputs, demand forecasting, and target setting by category and channel — and present performance, forecasts, and strategic priorities to senior leadership.
- Drive Revenue Growth Management (RGM) discipline — optimising Trade Terms Strategy (TTS), pricing architecture, and A&P investment to maximise ROI and improve customer contribution across retail accounts.
- Ensure best-in-class in-store execution across all chains and formats through structured market visits, retail audits, shopper insights, and MSL compliance reviews — responding to competitor strategies with agility.
- Partner cross-functionally with Marketing, Supply Chain, and Finance to align pricing, promotions, innovation rollouts, category activations, and inventory planning with the broader commercial agenda.

GROUP DISTRIBUTION

Head of Sales & Trade Marketing

2021 – 2024

Doha, Qatar

- Directed national sales and trade-marketing operations with full P&L accountability; led a team of 5 managers across Modern Trade — the priority channel — delivering top-line growth, gross profit, and customer contribution targets.
- Built and executed long-term category and channel strategies based on shopper insights, consumer intelligence, and competitor monitoring — identifying growth opportunities and responding with commercial agility.
- Owned key-account Joint Business Planning (JBP) negotiations — annual trading terms, listing fees, promotional plans, and A&P investments — securing improved pricing, service-level agreements, and mutual growth commitments with retail partners.
- Led in-store execution excellence and field capability building, embedding RGM discipline, MSL compliance, and share-of-shelf KPIs across the Modern Trade team to deliver consistent on-shelf performance.
- **Key achievements:** Increased market share by 15% through new category launches; grew numeric distribution by 75% in General Trade; consistently delivered sales and gross-profit targets by channel and brand; reduced procurement cost through strategic vendor consolidation.

UNITED INTERNATIONAL TRADING COMPANY (UITC)

National Sales Manager – Retail & Foodservice

2018 – 2021

Doha, Qatar

- Built and executed annual sales budgets and trade-marketing plans for principal and private-label brands across Modern Trade, General Trade, Pharmacy, and HORECA channels.
- Conducted regular business reviews with key accounts; deployed corrective action plans for under-performing SKUs and customers, lifting performance against agreed KPIs.
- Coached, mentored, and developed a team of account managers to build strategic, long-term customer relationships and improve customer satisfaction and retention.
- **Key achievements:** Delivered 20% sales growth in H2 2018 and 12% full-year growth; secured highest market share for Al Tayyab in key categories; successfully launched 25 new SKUs and 4 new brands into the Qatar market.

AUJAN COCA-COLA BEVERAGE COMPANY (ACCBC)

National Key Account Manager – Modern Trade

2013 – 2018

Doha, Qatar

- Owned the Modern Trade channel P&L for a leading multinational beverage portfolio; led Joint Business Planning (JBP) and quarterly business reviews with all national key accounts, positioning the brand as a trusted category partner.

- Developed annual customer business plans aligned with RGM strategy and trade-marketing objectives; led flawless rollout of innovations, activations, and category growth initiatives, driving share-of-shelf and on-shelf availability.
- Drove cross-functional alignment between Sales, Marketing, Supply Chain, and Finance to deliver consistent in-store execution, on-time-in-full delivery, and financial hygiene across customer contracts and trade terms.
- **Key achievements:** Grew value share by +3% in 2015–2016; achieved highest Barbican market share in the NAB category across the Middle East at 51%; improved delivery efficiency by 30% and reduced NQC by 10%.

ALMARAI COMPANY

2006 – 2013

Senior Sales Supervisor – General Trade, Key Accounts & Foodservice

Kingdom of Saudi Arabia

- Led field-sales teams across General Trade, Key Accounts, and Foodservice channels for the Middle East's largest dairy and food manufacturer; consistently exceeded volume, distribution, and merchandising KPIs across multiple Saudi regions.
- Built deep first-hand market knowledge of the Kingdom of Saudi Arabia — distributor landscape, retailer dynamics, and channel execution standards that continue to inform regional commercial decisions today.

THE LION BREWERY CEYLON LTD

2004 – 2006

Territory Development Manager – On-Premise, Off-Premise & Star Hotels

Sri Lanka

- Managed sales and distribution across HORECA, off-premise, and 5-star hotel channels in the Sri Lankan market; expanded outlet coverage and grew brand presence through targeted trade-marketing and key account programmes.

CHEVRON ENERGY COMPANY (CALTEX)

2003 – 2004

Marketing Executive

Sri Lanka

- Supported brand and trade-marketing initiatives across retail and B2B channels, building foundational commercial and customer-facing skills in the Sri Lankan market.

COCA-COLA SRI LANKA LTD

2001 – 2003

Sales Executive

Sri Lanka

- Managed direct-sales operations and route execution for the Coca-Cola portfolio across assigned Sri Lankan territories — laying the commercial foundation for a career in FMCG sales leadership.

EDUCATION

MBA – Master of Business Administration (Reading)

Postgraduate Institute of Management

PROFESSIONAL CERTIFICATIONS

- Chartered Institute of Marketing (CIM), United Kingdom – Certificate
- NCC Diploma, United Kingdom
- Diploma in Supervisory Management – National Education Board
- EMTIAZ Leadership Programme – Almarai Institute

TECHNICAL SKILLS

Microsoft Office Suite (Word, Excel – advanced, PowerPoint, Outlook) • Microsoft Power BI • SAP (Sales & Distribution) • CRM platforms • Sales Analytics & Business Intelligence • Forecasting & Demand Planning Tools

LANGUAGES

English (Fluent) • Arabic (Conversational) • Tamil (Native) • Sinhala (Native) • Hindi (Conversational) • Malayalam (Conversational)

PERSONAL DETAILS

Nationality: Sri Lankan • Marital Status: Married • Gender: Male • Visa Status: Sri Lankan national — no visa required; available to relocate to Colombo immediately

REFERENCES

Available upon request — senior-level references from multinational FMCG principals and regional directors provided on application.

