

Sales Head - FMCG

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Company: Ad Talent Africa

Location: Lusaka

Category: other-general

Who are we looking for? Leading FMCG business in Africa

Who are we looking for? Sales Head for the business in Zambia.

What will you do?

The role requires intensive planning, developing and improving premium biscuits range Go to Market strategy and export markets Distribution Expansion to make organisation profitable.

The position will drive operations to influence market growth and exceed the financial objectives of the organisation.

Accountability for volume & revenue target for distribution channel for all products.

To achieve and enhance distribution business targets in line with expansion plans.

Maintaining all sourcing aspects of the distribution business to ensure the organisation is performing at optimum level.

Formulate and implement the premium biscuits distribution strategy in Zambia and regional markets, in consultation with the stakeholders.

Initiate distribution expansion to establish premium range reach, coverage and expand geographical footprint in Zambia and regional markets.

Develop premium range distribution models across the geography as per the need.

Provide business & operational strategies, growth management and thought leadership

Responsible for improving distribution reach and efficiency by Infrastructure development/re-alignment of distributors in consent and collaboration with respective sales managers to ensure market leadership.

Responsible for driving volume and value KPIs.

What do you need?

Preferred Master's degree in business administration, finance, Marketing, or closely related field which will provide knowledge of the principles, practices, and administration of FMCG business.

15+ years or the equivalent experience in BISCUIT/Snacks industry, directly involved with operations, export sales & related area.

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