

Radu SOTIR



Location: Bucharest – Romania

Proactive and business-minded professional with 16 years' experience in multinational companies

CORE COMPETENCIES

- Key Account Management
 - Key Account Development
 - New Business Development
 - Negotiation
 - Strategy
 - Forecasting
 - Trade Marketing
 - Sales Management
 - Business Planning
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PROFESSIONAL EXPERTISE

General Manager 06.2023 – present
Reporting to: Board of Administrations



Sales & Business Developer Manager 01.2022 – 06.2023

Reporting to: Commercial Director & General Manager

Company: National Company Plafar S.A .

SN Plafar SA, founded in 1949 is one of the leading producers of teas and syrups products.

Responsibilities:

Developing plans for business and revenue growth
Project for brand relaunch including new product ranges
CORE Business approach and new sales strategy
Contracting new suppliers to ensure the need for raw materials at competitive prices
Updating Trade policy to new consumer trends
Approaching new customer (pharma, export ..)
Managing part of major clients

RETAIL SALES MANAGER 10.2020 – 01.2022

Reporting to: General Manager

Company: Julius Meinl Romania

Julius Meinl, is one of the oldest coffee roasters in the world, national leader in HORECA channel – premium coffee category



Responsibilities:

Managing the entire JM portfolio in all retail clients (IKA, distributors, on-liners ..)
Elaboration of the sales strategy for all sales channels
Recruiting and training Key Account Managers
Managing the company's profitability in line with the budget (by monthly, quarterly and annually)
Develop and implementation the promotional plan in all retail clients (setting ROI)
Business plan for new opportunities (new clients, products, listings, promo packs.)
Monthly presentation retail business to JM Group
Monthly forecast (together with the MK, Finance and Supply chain departments)

CONSULTANT 07.2016 – 10.2020

Company: I.C.M. SRL

Counselling and mentoring

Responsibilities:

Recruiting and training the sales force (entry&middle levels).

Developing the needed instruments for monitoring monthly and annually activity (P&L, Promo Plan, ..).

Establishing the strategy at the client lever for short and medium term.

Collaborating with the Marketing Department in order to generate growth oportunities for the business.

Streamlining, implementing and analizing the promotions.

Proposing the incentive methods for the sales force inside the budget aproved by the Company.

Proposing quarterly and annual SMART objectivs to reach the budget set by Company.

Developing de SWOT analysis at the Company level together with the Top Management to identify the projects to be invested.

Monthly forecast and supply chain

Marketing activities ATL & BTL (direct collaboration with Mercury 360 and G7)

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Contracts with:

Aquila Part Prod Com (Business development Josef Manner Austria)



Aquila Part Prod Com (Brand manager for ETI European Food Industries)



NATIONAL KEY ACCOUNT MANAGER 09.2013 – 06.2016

Reporting to: Modern Trade Manager

Company: Danone P.D.P.A.

Danone is a multinational food-products corporation with four business lines: Fresh Dairy products, Waters, Early Life Nutrition and Medical Nutrition

Responsibilities:

Together with companyes' management team, establishes the annual objectives for the national key accounts and proposes/recommends action plans.

Business review meetings with clients and propose & develop new projects for increasing the category and Danone's business.

Negotiate the annual trade terms for the national and international contracts and implementing the contractual counter performance.

Elaborates and follows the monthly action plan in order to company's objectives.

Evaluates results and recommends ways of fixing/developing tham in line with company's strategy.

Evaluates and anticipates clients' needs and adapts action plan; tailor made promo and stablsh ROI for each action.

Initiates new project involving all Danone departments; follows all the approved plans to be reached in time.

Participate weekly forecast meetings togheter with Supply chain and brand managers.

Follows the competitors and market's trends, informs, evaluate possible reactions.



KEY ACCOUNT & EXPORT MANAGER 10.2010 – 08.2013

Reporting to: General Manager

Company: Cargill

Cargill is an international provider of food, agricultural and risk management products and services

Responsibilities:

Executing all Annual Operating Plan for which accountable, report progress via the sales department monthly, BSC indicators and monthly report; actively contribute in setting next FY AOP objectives.

Pro-actively contributing with concrete ideas to each month marketing plan full ownership of each customer Monitoring and making monthly reports on each client performance: prices, turnover, off-invoice conditions, stocks, volumes sell-in and sell-out; the goal is to have an excellent management of each client in such manner that all IKA contracts are executed as per plan.

Participating as part of sales team in all necessary processes to achieve the annual management plan.

Negotiating annual condition with IKA clients.

Managing export volumes and price strategy.

Managing private label volumes and price strategy.

Proposing the budget and promotional activity in allocated clients.

Operational monthly P&L.

Proposing to GM the price level for all Cargill's brand and implementation.

Interacting with all Cargill's Departments (Traders, Financial, Logistics, Treasury, Plant Manager ...).

Taking position for all the forward contracts – brands, private label and export (purchase seeds, make hedge, production and transport planning ..).

Daily monitoring of the raw material price and of the exchange rate for specific deals.

Negotiating the acquisition price of the raw material with the traders.

KEY ACCOUNT MANAGER 09.2008 – 10.2010

Reporting to: Commercial Director

Company: Strauss Romania (Elite Romania)

Multinational Company, producer, no. 2 on coffee market, Doncafe brands and Fort



Responsibilities:

Implement the new policy of the Company (due to Strauss's acquisition of Elite Romania).

Replace the Elite brands with the new Strauss brands (Doncafe) at the all allocated clients.

Negotiation of the annual condition with allocated clients according to Strauss politivity.

Assessment of the clients' needs and proposal of a proactive approach.

Monitoring the debts and provision of the allocated clients.

Coming up with ideas for new products together with the Marketing Department.

Efficient administrative analysis of the allocated budgets per client (contractual or/and extra-contractual budgets).

Promotions made on each brand with clear volume and profitability objectives according to the short and medium term brand strategy.

Monitoring the competition's promotions and prices for each distribution channel and establishing the strategy together with the Brand Manager, the Trade Marketing and the Sales Manager.

Achievement of the annual objectives (in market share, in volume, in value and in quality).

Supervising the sales force to execute the agreement action in allocated customers



DIVISION SALES MANAGER 06.2006 – 09.2008

Reporting to: General Manager

Company: Macro International Distribution

Part of the Getter Group of Israel, official importer of Canon, Kodak, Ariete, AMS, Cook

Responsibilities:

Developing relationships with internal and external suppliers.

Approval/ forecast of the orders to external suppliers.

Negotiation of the prices and acquisition conditions for the products of the company's portfolio

Maintaining and developing relationships with the company's suppliers.

Making and reaching the allocated Division budgets together with the General Manager

Contracts negotiation with International Key Accounts (Flamingo, Domo, Media Galaxy, Carrefour, Cora, Auchan..)

Co-ordination and analysis of the sales force activities.

Reaching/ maintaining the profitability limit for each brand

Negotiating and obtaining budgets for the marketing activities from the suppliers

Stock management

Monitoring the competition and its tendencies.

Increase the turnover by finding new suppliers (Ariete..)

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor degree: "Bucharest Academy of Economic Studies"

Area of Study: "Management & Marketing"

Promotion 1999

TRAININGS:

Category Management by Nielsen 2012

Key Account Management by Interact 2011

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LANGUAGE SKILLS

Language 1 Romanian

Speak Advanced

Read Advanced

Write Advanced

Language 2 English

Speak Medium +

Read Medium +

Write Medium +