

Chandrasekhar Yedavalli

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Core Competencies

- Sales & Distribution Leadership
- Strategy & Business Planning
- Channel & Trade Management
- P&L Management
- GT, MT & Wholesale Distribution
- Route-to-Market (RTM)
- Trade Marketing & Brand Visibility
- Key Account Acquisition & Negotiation
- CRM Systems, QAD, SFA
- BI Tools & Data Analysis

Education

- Executive General Management Program – IIM Bangalore
- MBA (Marketing) – Vinayaka Mission University
- B.Com – Osmania University

Languages

English — Arabic — Hindi — Telugu —
Tamil — Malayalam

Key Achievements & Awards

SADAFCO (Saudi Arabia)

- Achieved highest ever ice cream sales of SAR 1.2M (Jul 2019).
- “Can You Believe I Can Fly” initiative grew monthly turnover from SAR 3.5M to 5M (2020).
- Acquired a key account contributing SAR 0.5M monthly revenue.
- Implemented digital strategy enabling 60 new freezers in a single day.
- Winner of Falcons Contest (2019); Outstanding Performance Award (2018).

Cadbury India

- National winner of the Cadbury Sheshan Award for sales performance.
- Recipient of Bubal’s Award and CDM Century Contest Award.
- Selected for the Managing Director’s Privilege Club (Cadbury Heroes).

Profile

Result-driven Sales & Distribution Head with 15 years of expertise driving double-digit growth and market share expansion across FMCG B2B & B2C markets in GCC & India. Proven record in business turnarounds, optimizing RTM strategies, building high-performance teams, managing P&L, and leveraging trade marketing to maximize visibility and revenue.

Professional Experience

Head of Sales – Sky First Trading SPC, Oman Dec 2024 – Present

- Leading multi-channel sales operations (MT, GT, Wholesale, HORECA & Food Service) across Oman.
- Developing import & trading strategies, ensuring availability of high-demand FMCG products.
- Expanding distributor partnerships and customer base across Muscat & regional markets.

Business Manager – Saudia Dairy & Foodstuff Company (SADAFCO), Saudi Arabia Jul 2013 – Jun 2022

- Delivered 25% sales growth and achieved a 15% reduction in operational costs.
- Directed, coached, and performance-managed a 50-member sales team with clear KPIs.
- Launched new product lines, achieving a 35% increase in market share.
- Optimized RTM planning, improving sales coverage & field force efficiency.
- Spearheaded the “Everyday Great Execution” framework in 2022.

Senior Sales Officer – Cadbury India Limited, India Jan 2003 – Apr 2012

- Managed sales portfolio across GT, MT, Wholesale & HORECA channels.
- Strengthened distributor relationships, ensuring adherence to journey plans.
- Expanded market presence and achieved targets in a competitive territory.