

Name	Mahan Rafie
Date of Birth	Aug 25 th , 1975
Marital Status	Married
Military Service	Accomplished



Work Experiences

➤ **MULTI Company**

Oct 2024 – Present

Deputy CEO

-Report to CEO and Company Founder

- To support the development of strategic plans, and lead on the effective and efficient delivery of company strategic and operational plans.
- Lead Sales, Marketing, Supply chain, Export, and Production with relevant cross-functional teams.
- Oversee financial performance, budgeting, and resource allocation to achieve financial targets, through cost-effective operational plans development and execution.
- Providing recommendations for the formulation of strategic direction, risk management, and target setting for the company.
- Ensure effective communication with the Board of Directors, providing regular updates on company performance and strategic initiatives.
- Monitor industry trends and market conditions to identify opportunities and threats.
- Build and lead a high-performing executive team, fostering a culture of collaboration, innovation, and accountability by motivating, coaching and guiding staff to land their work successfully.

➤ **Solico-Kalleh Company**

Sep 2021 – Oct 2024

Business Head (Coffee Business)

-Report to CEO and Group Business Director

- Accountable for delivering commercial P&L goals and other business financial KPIs.
- Lead Sales, Marketing, Supply chain, Export and Production with relevant cross-functional teams, to ensure plans are well developed, implemented and monitored.
- Design and implement comprehensive Coffee business strategies by planning cost-effective operations to drive business results.
- Continuous resources monitoring to ensure maximum productivity, in line with business objectives (e.g. Raw materials, Packaging materials, Machineries, etc.)
- Maintain relationships with local and oversea suppliers, partners and vendors.
- Assessing and identifying new opportunities for business growth in current and prospective markets.
- Ensure adherence to government regulations and guidelines (FDA, MOH, Standard, etc.)
- Effective collaboration with R&D team to facilitate on-going production improvements, and hold the responsibility of Instant Coffee products formulation.

➤ **Food Empire Company** (KLASSNO and MacCoffee Brands)

Feb 2018 – Aug 2021

Country General Manager – Region New Markets in Charge

-Report to Business Head (MENA Director)

- Direct and coordinate activities of businesses within the country; concerned with the sales & distribution, marketing, pricing and production for business profitability.
- Oversee daily operations of country distributors (IMS, Financial payments, inventory, Demand planning, orders and importation)
- Provide accurate sales forecasts and manage shipments appropriately to ensure consistent stock supply.
- Manage and identify business opportunities with new and existing customers/channels (MDT, Retail, WS and S-Dis)
- Review, control and follow up financial statements, sales and other performance data to measure productivity and goal achievement.
- Budget preparation and expense management through Return of Investment analysis (ROI) to determine areas needing cost reduction and program improvement.
- Oversee cost-effective trade marketing activities, advertising programs, sampling/promoting and merchandising strategies.
- Ensure the implementation and needed development of tactical programs to pursue targeted goals and IMS objectives.
- Managing recruitments, trainings, performance evaluation (PE), and talent development programs.

➤ **Lotus Company** (Iran Exclusive Distributor of MARS & WRIGLEY Co.)

Jan 2017 – Feb 2018

Deputy Managing Director - National Sales Manager

-Report to Managing Director

- Implements and monitoring effective direct/indirect sales strategies and lead nationwide sales via Retail, Sub-Dis and WS to meet monthly, quarterly & annual sales and coverage objectives.
- Building and developing strong business relationships with new and existing channels/customers.
- Establishes and adjusts Selling prices and required Trade promotions by monitoring costs, margin, supply & demand, changing trends, parallel imports, economic indicators and key market players.
- Negotiate and close the agreements/deals with supplier (MARS team)
- Provide supervision through trade visits, observations and measurement of results to include performance appraisals and salary/incentive reviews.

➤ **Danone Company** (Danone Dairy Pars)

Oct 2015 – Jan 2017

Senior Regional Sales Manager

-Managing 100 individuals in Sales team (Direct)

-Report to Sales Director

- Responsible for 60% of company total sales volume.
- Develop and increase sales volume/revenue and sales growth through optimizing Numeric Distribution, Drop Size and minimizing PPED.
- Achieve regional sales operational objectives by contributing regional sales information and recommendations to strategic plans and reviews, preparing and completing action plans, resolving regional sales issues, and determining sales system improvements.
- Participate in development and responsible for implementation of the sales strategy within the region in compliance with the company sales policies.
- Responsible for the Region's forecasting and sales tracking.
- Direct the selling activities within the Region, inclusive of resource deployment and customer interactions.

- Evaluate market trends and gather competitive information, identify trends that effect current and future growth of regional sales and profitability.
- Regional trade promotions planning, implementation and monitoring, and evaluating trade spending within the allocated budget.
- Set monthly sales targets by Area/Route and review performance against planned targets.
- To ensure all Areas/Routes are optimally covered and whole Sales Team understands the sales plans for their assigned areas, in line with company RTM strategy and Service package.
- Investigate and evaluate customer complaints.
- Establish or advice subordinates on the conditions of delivery, payment and other conditions for the clients within the specific limits.
- Provide direction for the sales team through leadership, coaching, motivation, communication and people development.

➤ **Pharmed BA Company**

Jul 2014– Sep 2015

Co-Founder & Managing Director

- Importing pharmaceutical materials/devices to supply local medical centers, hospitals and institutes.
- Create and implement new initiatives to drive revenue.
- Oversee the company's financial performance, investments and other business ventures.

➤ **Nestlé Company (Iran Branch)**

Sep 2011 – Jul 2014

Sales Development Manager - Traditional Trade Manager - Merchandising Manager

-Managing 20 individuals (Direct) and Sayeh Saman Co. sales team as Nestlé Exclusive Distributor (Indirect)
-Report to National Sales Manager

- Responsible for 80% of company total sales volume.
- Manage the Retail and Wholesale channel in whole country.
- Set the individual monthly, quarterly and yearly target for each Area Sales Manager/Sales Supervisor.
- Monitor progress against sales value and volume targets.
- Apply the concept on territory management to improve coverage and cost effectiveness.
- Ensure route efficiency (number of planned call and call frequency) by taking necessary actions to improve the routes in area of responsibility.
- Execute and monitor promotions and produce reports as required.
- Manage and develop distributor in an active and profitable manner and build a strong business relationship.
- Ensure the proper and correct execution of sales, discount and trading terms determined by the company.
- Ensure adequate distributor stock levels, for regular and promotional sales.
- Recommend appropriate actions as required to meet or surpass sales objectives.
- To ensure field execution and assign appropriate services to achieve agreed objective within budget.

➤ **MegaPakhsh Pars Distribution Company**

Oct 2007 – Aug 2011

Marketing Manager - Regional Sales Manager

- Iran's first dedicated building materials, chemicals, adhesives and car care products distribution company, including principals such as Henkel, Razi, Ghaffari, Sega, Bosch, and Turtle Wax to name the most significant.
- Research, analysis and segmentation of the DIY, building materials, automotive and car care retail universe.
- New product development including product launch, and BTL brand support.
- Product knowledge induction and training of the sales/marketing teams.
- Owner – Sales and Operational Planning meetings.
- ISF design and in-store placement coordination and maintenance.
- Working with wholesalers, Semi wholesalers and distributors.

➤ **Golrang Company**

May 2007 – Oct 2007

Regional Sales Manager - Branch Manager

- 80% increase in volume share.
- 50% increase in collecting the irrecoverable pending.
- Improve the contribution of the region in terms of Volume and Value.
- Planning and Implementation of DSD concept in area of responsibility.
- Census, Route planning and Trade universe classification.
- Analyzing the competition activities and information.
- Increase in Sales coverage, volume, visibility and availability.

➤ **B.A.T** (British American Tobacco) & **Al Aqili Group** (BAT's Exclusive Distributor Company)

May 2001 – Mar 2007

Sales Planning Manager - T.M.R (Trade Marketing Representative) - D.R (Distribution Representative)

- Sales analysis and planning.
- Annual Grid and Cycle Instruction Planning.
- Collecting and analyzing competition activities and information.
- Analyzing the Sales Volume, Visibility and Availability reports.
- MPM planning and coordination.
- Coordinating, following up the results of different tasks and projects i.e. Hot Line, Customers Database, Area sales supervisors planning, etc.
- Training facilitator and Recruitment representative.
- Trade marketing representative.
- Trade universe Census and classification.
- Merchandising representative.
- Sales and Distribution representative.

Training Courses

- Field Managers Development Programme (FMDP)
- Sales Team Management in Distribution Companies-GRS Academy
- RIVE-REINE course (Sales & Marketing)
- Route to Market Methodology
- Leading Others/Managerial Skills
- Change Management
- Seven Habits
- Communication and Presentation Skills
- Sales Engineering-I.M.I
- Basic Selling Skills (BSS)
- Train The Facilitators (TTF)
- Marketing Excellent Series (MXS)
- SMART Objective
- Retail Audit Measurement
- Advertisement Course-Tehran University
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Education

- Post-DBA (Payam-e-Noor University/2024-2025)
- DBA, Strategic Management (Avicenna International Community College/2021-2023)
- MBA, Marketing (Arman Open Institute of Higher Education/2019-2020)
- BA, Business Administration (Islamic Azad University, North Tehran/2011-2015)
- Associate degree, Agricultural Engineering (Islamic Azad University, Khorasan Razavi/1997-1999)

Languages

- Farsi (Persian): Native
- English: Working knowledge, IELTS 7.5