

# Sumeet Gordhandas

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## Project, Strategist & International Business Professional

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Immediately available (Montreal)

**Year of Birth:** 1981

### Personal Statement

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A highly dedicated Business Strategist & Marketing professional, with over 11 year's of experience working in FMCG companies, 1 year in Real Estate (England) and 2 years in Retail (Canada), currently seeking a role as Project Manager, Customer Success & Relationship or International Business/Partnership Development, preferably in IT or Education industry. Also worked as independent consultant in IT for Internwise UK (Growth & Improvement Strategist).

Leader, dedicated, motivated, goal setter and result oriented, always striving to achieve company/brand goals.

Highlighting my languages skills (4 spoken languages), international business & roles as senior advisor to GM & Owners.

**Master's Degree** ("*Licenciature*") in Business Management from a renowned International Portuguese University and **Post-Graduation** in Corporate Finance. (WES credential evaluation according to US & Canada Standards)

### Skills Set

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#### Technical Skills:

- Project/Product Management
- International Negotiations & Partnerships
- Customer Relationship/Success Management
- Marketing & Strategy planning
- Senior stakeholder engagement
- P&L analysis & BTL budget mgt.
- Strategic sourcing & E-procurement

#### Soft / Behavioural Skills

- Analytical and creative thinking
- Problem solving
- Proactive & Self Starter
- Leadership
- Team player
- Positive attitude

#### Language & Software Skills:

- English
- Portuguese
- Spanish
- Gujrati
- Hindi (less fluent)
- French (less fluent)
  
- SALES FORCE (CRM)
- SAP (SRM) & Arriba
- MS Office / Outlook
- Ms Project

### EDUCATION (WES Canada Accreditation = *Licenciature*)

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**Post-graduation in *Corporate Finance***  
ISCTE Business School, Lisbon-Portugal

Sep 2005 / Feb 2006

**Master's Degree in *Business Management & Administration***  
Portuguese Catholic University, Lisbon-Portugal

Sep 1999 / Feb 2004

- **Currently PMI-Edge certified online course and willing to invest in Agile/Project Management Certification**

### WORK EXPERIENCE

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***Retail Operations & Improvement Manager***  
**Gumaz Inc.**

Jan 2018 / June 2019

Industry: Retail

Invited by the owner to re-organize portfolio of his business in Canada.

Day to Day operations during the 1st month to understand the business of a Retail Store (groceries, lottery and Tobacco). Re-negotiations with suppliers (terms & conditions), training staff, launched sales target & bonus system. Re-organized purchasing methodology.

Several business analyses for potential purchase: Hotels in Niagara Region & Gas Stations.



Marketing and Sales Manager for Kushbu Tea (part-time job). Presentation to main Retail grocery chains in Canada and Importers/Distributors. Sampling campaign to 4/5\* Hotels.

Successfully developed private label of tea for some clients, by connecting clients to HQ of Kushbu Tea.

***Project Manager & International Business Director***

Oct 2013 / Mar 2016

**Intergoldiva Ltd.**

Industry: Manufacturing

- Reporting to G.M.
- SWOT and internal company process analyses, improve the cost accounting system, reduce costs in 4 departments
- Redefinition of Mission and International Business Plan, Product Portfolio definition, Strategic long term goals, Branding & Design; Cross-functional work between all departments; sourcing costs improvement.
- Re-organize the 3 business units of Intergoldiva Ltd., setting priorities and make Co. more profitable and efficient
- **Finance:** Successfully applied EU Funds to develop international product launching
- **HR:** participate in recruitment of Export Sales & Marketing team
- **Sales:** Maintain contacts with C-level, Distribution Strategic Partners at international level; define growth strategies
- Recruitment and training temporary staff for the exhibitions, coordinate the team for the booth
- Managed Export Sales team and Distributors responsible for sales in their territory

**Project 1:** Development of a tea brand, sourcing of tea suppliers, design and packing, branding strategy. Marketing guidelines for corporate and brand website; development of catalogues, packing, flavours & range of product

International market strategy development and execution of global exhibitions (SIAL Middle East (**Abu Dhabi**), Alimex (**Mexico**), Sial (**Paris**), Alimentaria (**Madrid**), Interfood (**St. Petersburg**), Mumbai, SaudiHoreca (**Riaydh**), Speciality Foods (**Dubai**)).

Managed Export Sales team and distributors responsible for sales in their territory

**Project 2:** Re-branding Olive oil and table olives; sourcing of raw materials and packing materials (bottle, cans, and labels). Prioritize and definition of new markets for the brand (India & China)

**Project 3:** Moved to London between March 2015 to 2016 as "Country Marketing & Sales Manager for UK"

Transferable skills obtained:

Project Management, Waterfall & Hybrid Approach: initiation to closing;

MS Project; scope definition, project baseline, risk management, cost management



***Marketing & Sales Manager***

Jan 2007 / Mar 2013

**SUGOR - Import & Export Ltd. (Premium Food Distributor/Importer)**

Industry: Import & Export – Brand Distribution

*Worked almost 10 years in this company, starting as business analyst to marketing & sales manager, reporting to GM in the last 6 years*

- Marketing strategy definition for 2008-2010 and 2011-2013
- M&A process of previous illy distributor / restructuring inside SUGOR Co.
- Management of sales team, brand managers and distributors across Portugal
- Set sales objectives and achieve targets for revenue, profitability and sales growth
- Supplier management and negotiation (illy Café -Italy; Dammann Frere - France; Monbana (France))
- Close relationship with finance team for budget management, development and analysis of financial reports (P&L)
- Participation in food & beverage main exhibitions in European Countries (SIAL France, ANUGA Germany)

- BPO: Optimization of sales process; logistics & inventory management; buying process from European suppliers
- Development of export business plan (products, markets)
- Definition of export portfolio brands (Porto wine, Grants, J&B, Moet & Chandon, Cutty Sark, etc)
- First Export sales value in Food & Beverage Division: €365,000; first year of export: €1,5M
- Developed own/private label for the Company in Confectionary business line and table olives (Product Customizations)

Transferable skills obtained:

- Partnership/long term brand development and negotiations skills
- Recruitment & training knowledge
- Internal co. efficiency research & process improvement (BPO)
- Business planning, market research product launching, post-merger management

**Brand Manager**

Apr.2005 / Dec.2006

**SUGOR - Import & Export Ltd.**

Industry: Import & Export – Brand Distribution

(....) (Pls. do ask complete Resumé or we can talk about this position in the interview)

**Business Analyst & Sales Support**

Mar 2004 / Apr 2005

**SUGOR - Import & Export Ltd.**

Industry: Import & Export – Brand Distribution

(....) (Pls. do ask complete Resumé or we can talk about this position in the interview)

**WORK EXPERIENCE whilst student:**

Jul 2003 / Aug 2003

**Danone International Brands, S.A**

Industry: Food Manufacturer

(....) (Pls. do ask complete Resumé or we can talk about this position in the interview)

## ADDITIONAL QUALIFICATIONS

PMI – Edge (online)	2019
Spanish (intensive 6 months - Portuguese Catholic University)	2004
Marketing (3 months course CHP - INOFOR)	2003
First Certificate of English at Lisbon <b>Cambridge Executive School</b>	2002
Certificate in MS Office Tools (6 months course, with distinguished grades)	1996 / 1997

## OTHER INTERESTS / ACTIVITIES

- Participation in Global Management (*Management Simulator*)

- Voluntary work for Hindu Community of Portugal

- Member of **AIESEC** Catholic University (*Association Internationale des Etudiants en Sciences Economiques et Commerciales*):

2000/2001: Incoming Department

2001/2002: Finance Director

- Interests: cinema, music, IT, Tae-Kwon-Do, Tennis, Chess (3rd place medal in Secondary School), Swimming, Webdesign (**Wordpress**), Online sales (Woocommerce & Joomla)

*References upon request*