

Nitin Midha

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An E-commerce professional with 16 years of work experience with Fordeal.com, Jollychic.com, Souq.com (an Amazon company), in E-commerce across Saudi Arabia Markets. Experienced in Ecommerce Business management, Key Account management, Product management, Business development, content management, Digital marketing, competitor analysis & local market study, business ownership, and Business financial planning & execution, Product launch, Marketplaces and New account management

In last 10 Year I have specialized managing key account (Specially Amazon & noon) into all area of business Sales achievement, new product launch, margin negotiation, stock management, Content management, customer centric marketing initiatives, Sponsors ads, digital marketing collaboration & much more. In last couple of years Specialized into SDA, MDA, Audio & Video & tools & sharp eye focus on competitors & their pricing & business strategy.

Launched more than 1000+ SKU on platform, Made brand from 0 to 3M sales, New account Successfully open & Managed & achieved, Launched product with international content.

Work Experience:

Albassam Electronics- Aug22 -Sep24, Riyadh, Saudi arabia

Manager Ecommerce

Managing Complete online business for albassam electronics – Web site and application, market place (Amazon, Noon, home centre & Homzmart), Amazon retail & noon retail for private label launch of Albassam inhouse brand. Key responsibility is customer journey in app & web, competitive product selection, Brand launch, overlook SEO team, Managing google ads and analytics, operation process (last mile, first mile, logistic company onboarding & performance.).

Achievement

- 150% growth from last year into online business
- Successfully launch of market place with amazon & noon
- Product selection increase more than 200% from last year
- O2 top 5 brand on amazon into large appliances with A+ content.
- Customer traffic increase 3X from last year

Fordeal.com (Dec2019 – June2022) Riyadh, Saudi Arabia

Director Market place Saudi Arabia,

Managing market place for fordeal.com for Saudi Arabia region, develop the local market and local offline seller & key account, responsible for seller onboarding, key account, brands launch, sales of market place business, Stock & SKU update, Order management for local seller, product content, application merchandising, marketing activities for local sellers.

Achievement-

- In two year more than 500 Sellers and over 1million SKUs on boarded.
- 90% Top sellers launched from competitors across all category
- Top key accounts successfully launched & running efficiently
- Sales grown over 300 time in one year
- Reach to monthly turnover of 10Million USD

Jollychic.com**(Oct'18- Oct'19)****Category Manager Market Place****Riyadh, Saudi Arabia**

Independently managed the function across all categories for Saudi Arabia region. Responsible for Market place development, Seller introduction, seller training, seller product management, Content development, Promotion, Sales & Stock performance, Vendor Relations, Logistic Co-ordination, Key account management and Merchandising.

Achievements-

- Introduced & Maintained Saudi local sellers & local brands into the platform.
- Introduction of More than 50 Sellers to the platform. Vendors across the globe including local leading retailers were onboarded like Fawaz Alhokair, Landmark group, Morjan Saudia and All sports brand directly with official distributor.

Souq.com, an Amazon company (Aug'17- Sep'18) Riyadh, Saudi Arabia**Vendor Manager**

Independently managed the Sports & Shoes categories for MENA region (Portfolio of 28 brands with a Top line of USD 20 M). Responsible for Product Selection and Buying, In-season Product Reorders, OTB management, Content development, Promotion, Sales & Stock performance, Vendor Relations, Logistic Co-ordination and Merchandising. Brands taken care Adidas, Nike, Skechers, puma, Tommy Hilfiger, Lacoste, Fred Perry & More

Achievements-

- Sales grown over 35% from previous year & Product selection has increased by 85% from previous year.
- Introduction of 18 new brands and 7 new Vendors across the globe.
- Delivered Highest growth for the category in sales and category contribution increased from 18% to 29% year on year.
- Tremendous improvement in content which lead to better brand & specific product search enhanced Navigation; Glance views improved 32%, which has delivered better conversion compared to last year.

Fawaz Alhokair (Sep'14 - July'17) Riyadh, Saudi Arabia**Buyer - Call it spring (Aldo Group) & Kurt Geiger**

Managed and handled the Brand Management Offline and online Sales, Product Selection, Assortment Plan, OTB, EOSS planning, Pricing, Liquidation plan, Stock Allocation & Internal Stock Movement, Brand communication for OTB, sales performance, stock holding & marketing plan, E-commerce channel plan & activity execution.

Achievements-

- Delivered a Brand growth of 120% within 2 years, in turnover.
- Achieved more than 65% Full price sell through.
- Managed and handled new Store Launches. Store count increase from 12 to 28 in two year.

Tommy Hilfiger (Dec'11 - Aug'14) Bengaluru, India**Business Manager-Footwear & Accessories**

Worked as Business Manager, with Tommy Hilfiger, reporting to Business Head- Buying and Merchandising. Handled Brand Management of Online & Offline Channels, Product Selection from EU & US offices, OTB for seasonal buying, Assortment for each season, Pre-buying & Post-buying working, New Store launch and new Point of Sales plan & execution, EOSS planning, Stock allocation & In-season stock movement, liquidation plan, E-commerce channel products, Pricing, Content & Visibility.

Achievements-

- Category grown year on year more than 20%
- Product selection improved with entry price point and best seller.
- 35 new point of sales has been added in two year.
- Maintain high product sell through of full price product.
- Ecommerce account launched 4 new channels & delivered 20% sales contribution to brand sales.

Hyper city Retail Hypercityfresh.com (Jan'08-April'11) ,Mumbai, India***Buyer - Footwear & Accessories***

Worked as buyer for footwear & accessory reporting to buying manager for fashion taking care of production selection , sourcing , vendor development , private label product development from India & china, sales & stock forecast,OTB execution, Eoss plan, promotion & marketing activity execution, new store layout p& fulfilment, staff training & introduction of new brands.

Achievements-

- Introduction of international brands like puma, adidas, Nike ,lotto & more.
- China sourcing for value pricing
- India supplier base increased for local strong local product sourcing.

Lifestyle International landmark group (Apr'06-Dec'07) Mumbai, India***Assistant Concept Manager***

Worked as assistant concept manager for lifestyle shoe-mart division reporting to concept manager for west region, was taking care stock allocation to stores, new product launch, internal stock movement, season sale plan & execution, competitors survey's, staff training, weekly sales & stock update.

Achievements-

- Improved stock allocation based on store sales performance
- Formulate report to analyse store sales performance, category, pricing and season
- Feedback to buying team on product, pricing, sales performance, category mix and visual presentation of products.

Personal Information:

- Post Graduate Diploma in Footwear Technology and Management (PGDFTM) from Footwear Design and development Institute, Noida, India in 2006.
- B.Com. from APS University, Rewa, Madhya Pradesh.

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