



RINO MATHEW

Category Head

Experienced category manager with expertise in understanding consumer needs and the retail environment

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📍 Manama, Kingdom of Bahrain

WORK EXPERIENCE

Category Head - Techno Blue Trading

(Distributor - Hitachi, TCL, Amazfit, WIZ, Kodak, FR-TEC, Polaroid, iDeal of Sweden)

09/2020 - Present

Televisions, Sound Bars, Cameras, Smart Watches, Smart Lights, Projectors, Gaming & Accessories

Tasks

- Pricing & planning overall promotion of a product category to maximize consumer appeal
- Analyzing data/insights to determine industry & consumer trends
- Devising long-term development strategies for product categories
- Determining the positioning of a product category to maximize visibility
- Fostering trust relationships with vendors to achieve better quality of services
- Collaborating with buyers & key account managers to expand product categories
- Preparing forecasts to ensure the sustainability of inventory

Category Head - Techno Blue Trading

(Distributor - Samsung Consumer Electronics)

11/2015 - 08/2020

Samsung : Televisions, Home Theatres, DVD Players, Sound Bars

Tasks

- Achieve growth and hit sales targets by successfully managing the sales team
- Designing and implementing a strategic business plan that expands company's customer base and ensure its strong presence
- Recruiting, objectives setting, coaching and performance monitoring of sales representatives
- Build and promote strong, long-lasting customer relationships
- Presenting sales, revenue and expenses reports and realistic forecasts to the management
- Identifying emerging markets and market shifts while being fully aware of new products and competition status

Field Manager - Samsung Gulf Electronics (6-pence)

(Consumer Electronics - Retail Marketing)

04/2013 - 10/2015

Samsung : Televisions, Home Theatres, DVD Players, Sound Bars, Refrigerators, Air Purifiers, Dish Washers, Air Conditioners, Vacuum Cleaners, Microwave Ovens, Washing Machines & Dryers

Tasks

- Sourcing the props, creative materials, and accessories for display
- Supervising the installation and setting up of window displays, roadshows, and in-store displays
- Customizing displays to promote new product launches or to reflect festive or seasonal themes
- Ensuring uniformity of displays across all store (retail partners & distribution locations)
- Preparing Consumer Price Index reports
- Ensuring POSM availability across all IR & OR retail stores

SKILLS

Negotiations

Research & Strategy

Forecasting

Strategic Planning

Customer Relationship Management

EDUCATION

Master's in Business Administration

Swiss Business School, Bahrain

2019 - 2020

Specialization : International Management, GPA 3.4/4

Bachelor's in Business Administration

Birla Institute of Technology

International Centre, Bahrain

2008 - 2011

High School

Indian School, Bahrain

2006 - 2008

Commerce - Marketing

Schooling

Indian School, Bahrain

1994 - 2006

LANGUAGES

English



Malayalam



Hindi



INTERESTS

Artificial Intelligence

Reading

Traveling

Music

Chess