



Karima AREKTOUTE

Nationality	Belgian
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Languages:	Dutch - English - French - Arabic

SUMMARY

A talented leader with proven delivery of outstanding results and experienced in driving sales in challenging international environments. When faced with problems I translate them into challenges that I handle with analytical yet creative problem solving skills. My enthusiasm is addictive and I am a very much appreciated people developer. Core competencies include:

- Key Account Management
- P&L responsibility
- Business Plan Development
- People Management
- Sustainable growth strategies
- Negotiation skills
- Trade Marketing
- Excellent Communication skills
- Customer focus

EMPLOYMENT HISTORY

Alpro (European segment of WhiteWave Foods Company)

04.2010-Present

Sales Manager Health Food Benelux and France

Responsible for the P&L results of the branded business in health food channel in Belgium, Netherlands, Luxembourg and France. Identify new growth opportunities and devising growth strategies to optimize sales and create sustainable growth. Define, quantify and prioritize business development opportunities (distribution development, range optimization, trade marketing...). Effective management of key accounts leading to strong B2B relationships. Lead and coach a sales coordinator and field sales team (varying from 2 to 5 field representatives). Implementing strategies for pricing, branding and promotion leading to outstanding sales. Manage trade marketing budget of 340K€.

Key achievements:

- increased sales by 25% in 2013, NS of 6 mio €/year
- gained 60% market share in plant based category of biggest organic chain in Netherlands (70 stores)
- recruiting and managing a field sales team in Belgium, Netherlands and France

Amra Projects

04.2008-12.2010

Managing Partner

Created my own company with 2 partners for the distribution of innovative halal food in Belgium. Conducted a market research on halal food market in Belgium. Managed to set up a distribution network of 40 stores selling our products. Had to stop activities of this company for my current employer.

Domo Sports & Leisure Grass

09.2006-09.2009

International Sales Manager

Responsible for sales of artificial sports grass in Belgium, UK, Spain, Portugal, Morocco, Ireland, Greece and Cyprus. Develop and implement a sustainable growth strategy. Combination of direct and indirect partner business.

Key achievements:

- set up new distributor network in Portugal, Cyprus and UK
- achieve double digit growth in sales

As Adventure

09.2005-09.2006

Merchandiser Fashion

Quantitative analysis of sales results per fashion brand, outlet and segment. Allocate purchasing budgets. Optimize stock management. Choose collections with buyers.

Joco

04.2005-

06.2005

Export Executive Middle East and Latin America

Responsible for the sales of interior textile. Screened market potential in Latin America (Chili, Argentine, Uruguay) and Middle East (Lebanon and Jordan).

Karel de Grote Hogeschool

11.2003 –

06.2004

Consultant Diversity

Analyse diversity related dynamics of a team/organization, give advice on diversity related challenges of a team/organization. Develop methodologies, give trainings and workshops in how to deal with diversity, intercultural communication, leadership.

EDUCATIONAL QUALIFICATIONS

University of Leuven, Belgium

2002-2003

Postgraduate Study Master in International Relations and Conflict Management (Cum Laude)

University of Antwerp, Belgium

1998-2002

Master in Applied Economic Sciences (Cum Laude)

Vlerick Management School

2013

Finance for business

Krauthammer International

2012

Negotiation skills for key account managers

Coaching Partners International

2012

People Management for Managers

Stanwick Management Consultants

2011

Fundamentals of project management

Kluwer

2011

Negotiations

EXTRA-CURRICULUM

Sports (scuba diving, running)

Broaden my horizon (travelling, cultural activities)

Giving back to society (board member of 2 social welfare organisations)

References upon request