

# AISHA MEDEUBEKOVA

## Category Management

### CONTACT

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### EDUCATION

THE UNIVERSITY OF TORONTO  
BA. Arts & Science  
2007-2012

UNIVERSITY OF WATERLOO  
Supply Chain Management  
Fundamentals- Graduate  
2014-2014

### SKILLS

Account and Inventory Management  
Cost to Serve, Order Efficiency, Sales  
Planning, Customer Development

Knowledge of Retail landscape: key  
retailers, set dates, buying cycles,  
sell-in process.

Financial Process  
Turnover management, trade spend  
and investment, sales growth

Strong distribution and licensing  
acumen, business development skills

Creating and delivering pitch  
presentations

Programs  
MS Office (including macros, pivot  
tables, VBA), SAP, AMPS, Beaver,  
Retail Link, Precima, Nielsen,  
Dunnhumby, Tableau

### SUMMARY

A highly motivated CPG professional with a successful career in Category and Customer Management, Business Development, Supply Chain and Customer Service. 8 years in Customer Relationship Management and Project Management. Over 200m USD P&L manager for brands with annual profit of +1bn USD Innovative, with a proven track record of strategic global coordination to forecast at both customer and company level, manage budgets and trade, lead business performance review and work with both internal and external stakeholders to achieve company goals.

Experienced in translating high level business strategies and goals into actionable plans and programs with both short and long term trackable deliverables.

### EXPERIENCE

UNILEVER, 2020-PRESENT

#### ASSOCIATE CUSTOMER AND CATEGORY DEVELOPMENT MANAGER

- Work with Sales team to evaluate annual/monthly forecasts and plan for the Canadian Business, monitoring performance and recommending alternate plans if necessary.
- Together with Business Development team, work to develop and communicate customer investment plans.
- Working with Marketing, Finance and Supply Chain to determine the optimum approach and timing to successfully launch new products, switch products and implement costing updates.
- Own planogram reset communication with team, co-lead assortment planning together with the Business Development team.
- Monitor and analyze competitive trade activities. Assess implications and recommend appropriate reactions.
- Work with Marketing and the Business Development Team to develop and execute promotional activity by leveraging consumer-oriented consumer promotions on account specific basis.
- Work with Global teams to understand from their perspective, the positioning of innovation products.

UNILEVER, 2018 – 2020

#### ASSISTANT BUSINESS DEVELOPMENT MANAGER

- Co-direct organizational operations, policies with the head of the Unilever International team in Canada. In charge of team P&L, Category and Consumer management, investment strategy management.
- Work with Distributors across Canada/USA on their go-to market strategies, maintaining a rolling forecast, understanding regional/customer requirements and providing recommendations for appropriate action using customer Point of Sale data and Nielsen data
- Use Nielsen data to identify sales patterns and marketing performance for retailers such as Walmart and Loblaws to drive Consumer Insights, influencing external Category Managers and internal departments.
- Responsible for maintaining data integrity and managing data validation process.
- Working with Marketing and Customer Development on new innovation launches, strategic co-development of business model and trade funnels based on regional customers (including Canada, USA, Singapore).

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## Category Management

### SKILLS

Data Analysis and Insights.

Proven financial responsibility and accountability for category and brand revenue and expenses.

Executing strategic and operational plans.

Solid negotiating skills with ability to participate in complex retail, distributor and license agreements.

### INTERESTS

Urban exploration  
Hiking  
Toronto business improvement  
Amusement Parks  
Travel  
Reading  
Global trends

### EXPERIENCE CONT.

UNILEVER, 2016 – 2018

#### CUSTOMER LOGISTICS PROJECT LEAD

- Led Unilever Customer Service efficiency projects using Six Sigma methodology: set up business execution expectations, worked on sourcing carriers and logistics partners, set up SOP between 3PL, Logistics Partners, Customers.
- Led Customer Logistics and Customer Service Representative Touchpoints to share best practices across customers and to flag any non-value added activity.
- Strategic initiatives such as MOQ optimization, new 3PL sourcing and DC floor staff retraining resulting in over 12m USD savings yearly.
- Unlocked Supply Chain Efficiency Innovation opportunities by using Customer Data, working directly with Customer Distribution Centres and developing Customer Logistics and Efficiency Improvement projects with long term, quantifiable deliverables.

UNILEVER, 2013-2016

#### CUSTOMER SUPPLY CHAIN ANALYST

- Worked closely with customer replenishment buyer, connecting daily on managing KPI's, with monthly in-person meetings to monitor performance. Established and maintained a positive relationship in problem resolution.
- Drove efficiencies through analyzing payload opportunities and optimizing service levels.
- Worked with Customer Service Manager to identify possible improvements to help leverage capabilities. From cost-to serve analysis, to linking with internal departments on improving customer KPI's and presenting to both internal and external management- Supply Chain Analysis led me to see data as a way of telling the story.
- Used excellent analytical skills that demonstrated knowledge and ability to interpret data and compare to historic data to identify trends.