**Sanjay Bawa**

**84 Isherwood Cr. Woodbridge, ON, L4H 3N9 Canada**

**E-mail :** [**bawa.sanjay@gmail.com**](mailto:bawa.sanjay@gmail.com)**; Phone : (647)967-2292**

# EXECUTIVE SUMMARY

A well-traveled, highly networked multilingual professional with expertise in building high-end fragrance businesses from the ground up through chain stores, distributors, wholesalers, duty-free stores and agencies on a global scale. Extensive people management experience, able to motivate, coach, and mentor. Financially astute with prospecting and portfolio management experience, profit-oriented; a brand builder with a deep understanding of supply chain and revenue inventory planning. Expert in all facets of running a start-up to medium size distribution business. Fluent in English, Hindi, Punjabi, and Urdu; proficient in Cantonese, working knowledge of Arabic.

# SELECTED ACHIEVEMENTS

* Received Leadership & Sales Awards for top annual sales within first two years at Able Insurance Brokers Ltd.
* Identified growth opportunities, established distribution deals with the top 10 well-known luxury brands, raised project awareness on a global scale that resulted in securing investments from over 120 local and international partners/institutions and US$300 Million in funding at Dubai Pearl, LLC.
* Built the business and a geographically distributed sales force of 80+ from the ground up that increased sales and profitability globally by an average of 20% annually at Perfumes Etc., Ltd.
* Opened distribution channels in targeted regions in North, Central, and South America, Europe, Asia, and the Middle East while building strong relationships with fortune 500 Companies in these regions and managing sales data and analytics that resulted in 900% increase over a decade at Perfume Etc., Ltd.
* Formulated and implemented a robust business plan and vision that enabled the business to reach profitability in 4 years with annual sales of 1.7 Million at Perfume Etc., Inc.

# PROFESSIONAL EXPERIENCE

**Able Insurance Brokers, Ltd. 2009 – Present**

Insurance & Investment Advisor –

(Investment Management, Client Solicitation, Personal Insurance, Group/Corporate Insurance)

* Built a client base of 500+ entities comprised of individuals and corporate clients.
* Prospecting, performing a need assessment, providing tailored insurance and investment solutions, including tax and financial planning, and subsequent portfolio management of over 100 clients.
* Established a robust network within the financial community, worked closely with over 10 financial institutions, coached sales teams, delivered up-to-date product information and time-sensitive reports.
* Recognized as an expert, panelist for a TV talk show host.

**Dubai Pearl, LLC. 2008 – 2009**

Executive Vice President Marketing & Communications

* Drove the corporate marketing and communication initiatives for a US $4 Billion high-end real estate venture with local and international institutions for an iconic landmark project in Dubai considered the biggest to date.
* Managed a Marketing & Communication budget of US $50 Million, brought international visibility to the project and secured licensing deals with Valentino, Baccarat, MGM, Bellagio, McLaren, and other world-renown brand names.
* Successfully spearheaded the formulation and implementation of the yearly Marketing & Sales Plan that resulted in full project approval and financing from the Dubai Pearl board members and stakeholders.
* Coordinated the 2008 World Economic Forum with a 400+ guest list and acted as the main contact between Sheikh Mohamed, Ruler of Dubai, Executive office and Dubai Pearl.
* Served as a Board member of the Dubai International Film Festival focusing on PR events, including advertising, brand recognition, media campaigns with BBC, CNN, CNBC, and Luxury Channel.

**Perfumes Etc. Ltd. 1997 - 2008**

CEO

* Retained as the CEO, post-acquisition, and involved in all aspects of general business management and operations locally and internationally leading a team of 60+ employees.
* Run the P&L, developed and implemented company-wide budgets, set the strategy and revenue targets for the organization.
* Grew sales from $1.7 Million to $15 Million over 10 years becoming the leader in the Canadian fragrance market while increasing the distribution channels in North America, Europe, the Middle East, and South America.
* Achieved outstanding success in building and maintaining relationships with key corporate decision-makers from Fortune 500 companies, such as Wal-Mart, Rite Aid, Shoppers Drug Mart, Jean Coutu, Carrefour, Drug Trading, McKesson, etc.
* Responsible for setting up plan-o-grams and bespoke display initiatives within each chain.
* Negotiated distribution rights with Elizabeth Arden, Coty, Procter & Gamble, Duty free shops for all of Canada, and with International Perfume Exporters.
* Became a well-recognized brand name in the perfume industry globally and developed a new line of perfumes called Shirley May launched in large discount retailers such as Giant Tigers, Zellers, Walmart, Carrefour, and other retail antennas on a worldwide scale.
* Have launched fragrances such as Swiss Arabian, Jeanne Arthese, Shirley May, Cadillac, Katy Perry and recently as a consultant for Tobi Tobin
* Established a strong presence in local and international trade shows such as Tax-Free Show (Cannes, Orlando, Sao Paolo), Cosmoprof (Bologna, Hong Kong, Singapore, Las Vegas), ECRM (Global), ASD/AMD (Las Vegas) and all majors pharmacy trade shows in Canada.

**Perfumes Etc. Inc. 1993 - 1997**

Founder & CEO

* Built a profitable high-end import and export wholesale and retail perfume distribution business from the ground up with an initial $185 capital that generated $1.7 Million in sales over four years.
* Recruited, managed, and trained 80+ employees establishing a presence in 15 different locations that encompassed direct sales, catalogs, franchising, exclusive dealerships, etc.
* Negotiated deals with major chains locally and internationally such as Walmart, Costco, Shoppers Drug Mart, Carrefour positioning the company for acquisition by Swiss Arabian Group of Companies of Sharjah, UAE.

# AWARDS & INTERESTS

**Selected Honors & Awards:** " Building Leadership Award;" Business Planner Award;" Regional Director's Honor Club Award;" Regional Vice President's Award;" “Living Benefits"

**Interests:** golf, cricket, tennis, travel

# EDUCATION

BS/BA, Management Information Systems & Marketing, Ohio State University, Ohio