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EXECUTIVE SYNOPSIS

A seasoned sales professional with 19+ years of extensive experience in the provision of effective leading sales strategy development, business development, sales growth and project management within FMCG sector, with success in maximizing the firm's profits and establishing distributor network.

- ✓ Boasting a consistent & proven track record of achieving established targets in various trade channels including cash van sales, modern trade and traditional methods with leading multinational FMCG companies.
- ✓ Proficient in identifying new and prospective customers, educate, create awareness and activate them to increase numeric distribution of cash van sales. Achieved sales target. Planned and agreed sales and profit objectives.
- ✓ Extensive knowledge of FMCG industry in GCC countries forming a basis of effective market penetration and channel development.
- ✓ Exceptional leadership abilities with the capacity to build, train and mentor highly productive sales and business development teams within FMCG sector
- ✓ Recognized for strong leadership and managerial skills, adept business knowledge and great communication skills to thrive in a challenging, fast-paced environment.

Seeking a sales management position with a progressive organization wherein accrued skills and expertise can be utilized to optimize processes, reduce costs, improve service quality and chart a consistently rising business curve

CORE SKILLS

- ✦ Sales / Trade Marketing
- ✦ Business Management
- ✦ Distribution Network
- ✦ Strategic Planning
- ✦ Target Setting & Attainment
- ✦ Negotiation / Presentation
- ✦ Analytical & Problem-solving
- ✦ Devising Budgets / Forecasting
- ✦ Communication / Team Building

EDUCATION

- ✦ MBA - Masters of business administration, Cairo University (2011 – 2013)

WORK EXPERIENCE

Acting National Cash Van Operation Manager Jan 2017 – Present
Nashar Trading Co, Jeddah - KSA

Joined the organization as Regional Sales Manager and moved up the corporate ladder to merit promotion to the position of Acting National Cash Van Operation Manager

Designation Chronology:

- ✓ Jan 2019– Present: Acting National Cash Van Operation Manager
- ✓ Jan 2017– Dec 2018: Regional Sales Manager – All channels

Accomplishments - - National Cash Van Operation Manager:

- ✓ Key contributor in establishing Van operation from scratch in KSA
- ✓ Ramped up operations and sales by mentoring a team and trained them to achieve peak performance by utilizing flow up KPIs
- ✓ Reviewed daily, weekly and monthly sales reports to identify shortfalls and recommend appropriate actions

Key Responsibilities -- National Cash Van Operation Manager:

- ✓ Conceptualizing national level business growth strategies geared towards advancing market share as well as, sales volume for FMCG products by setting up van operations and WS.
- ✓ Directing researches with a close eye on competitor's offerings, current trends, industry dynamics, economic oscillations among others to devise watertight strategies.
- ✓ Setting realistic operational budgets and targets entailing a result focused environment with precise performance parameters.
- ✓ Recruiting teams of the necessary calibre, presenting resources in addition to leadership, motivation and counselling to build a workforce focused on achieving their goals proactively

Package: (12) (750) + 9m
1 ticket / year

Family Medical & Family
ID: Sales Ref
Perdd: 10 months

RSM → RYD

PROFESSIONAL DEVELOPMENT

- ✧ Top 25 KPIs
- ✧ Balance Score Card
- ✧ Sales diploma
- ✧ Lead yourself
- ✧ Negotiation skills
- ✧ Communication skills
- ✧ Sales championship
- ✧ Coaching program
- ✧ Leadership program
- ✧ Time Management
- ✧ Customers service
- ✧ Performance management
- ✧ EFQM Excellence management model

TECHNICAL COMPETENCIES

- ✧ Word - Excel – PowerPoint
- ✧ Outlook

PERSONAL INFORMATION

- ✧ Nationality: Egypt
- ✧ Birth Date: 07 Sep 1980
- ✧ Marital Status: Married
- ✧ Languages: English and Arabic

Accomplishments- Regional Sales Manager – All Channels:

- ✓ Handpicked as a new management team member to develop Taj and Farm brands
- ✓ Recorded success in attaining a volume growth of 28 % in 2018 and 17 % in 2017
- ✓ Provided strategic inputs in augmenting Taj Cream and Farm Ghee market share as well as designed a robust yearly BDA with area key accounts encompassing Carrefour, Othaim, Sadhan, etc.

Key Responsibilities - Regional Sales Manager – All Channels:

- ✓ Contributed to the development and delivery of innovative sales/brand strategies and attained consistent revenue growth by forecasting and developing annual sales quotas.
- ✓ Implemented the sales plan to grow the business, managed distributors and selling to key customers to accomplish assigned goals
- ✓ Ensured sales growth and profitability by implementing long-range and short-range sales plans and proper management of budget aligned to trade spending, returns, profits.
- ✓ Identified primary thrust areas of business based on market surveys and analysis. Optimized sales, volume distribution and customer service based on market surveys and analysis, customer feedback and other methods of information gathering.

Regional Sales Manager – TT
Nestlé Waters - Riyadh

Jun 2014 – Dec 2016

Accomplishments:

- ✓ Played a pivotal role in re-structuring the sales and go to market strategy and contributed to volume growth of 40% in 2016 and 35% in 2015.
- ✓ Instrumental in rapid expansion plans for Nestle market share and enhanced the share.

Key Accountabilities:

- ✓ Steered the development of the sales plans targeted at capitalizing existing client base. Coordinated implementation of sales plans to increase revenues as well as expand market presence across area.
- ✓ Spearheaded a team of 30 Salesmen and 5 Supervisors, educated team with a corporate mandate to manage the business, targeted at profit maximization

Regional Key Account Manager - MT
Aujan Coca-Cola Beverage- Egypt

Mar 2009 – May 2014

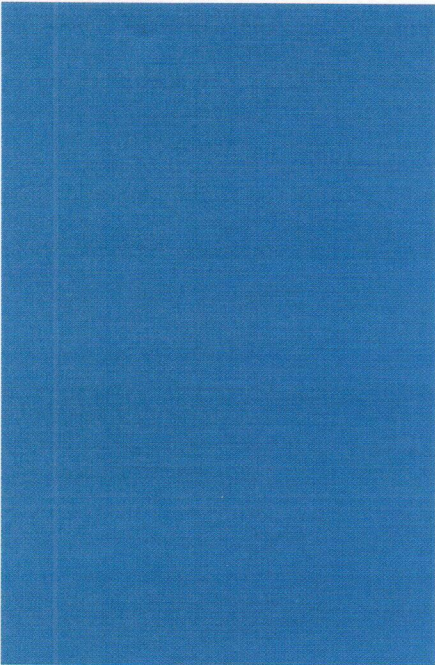
Inducted as Area Sales Manager and crafted an upward growth curve to merit promotion to the position of Regional Key Account Manager.

Designation Chronology:

- ✓ Feb 2010 – May 2014: Regional Key Account Manager – MT, (Alex + Delta) Egypt
- ✓ Mar 2009 – Jan 2010: Area Sales Manager, (Alexandria) Egypt

Accomplishments & Key Accountabilities - Key Account Manager – MT:

- ✓ Driving force behind development of the Modern Trade sales team from ground –up level in addition to developing credible business relationship with customers.
- ✓ Recorded significant increment in Rani market share and contributed in achieving volume growth 170% in 2013 against 2011
- ✓ Rolled out of cutting-edge business practices and put in place internal process/systems and resources to enlarge current market share and increase turnover/revenue/profitability



Accomplishments & Key Accountabilities - Area Sales Manager:

- ✓ Created a strategy for growth by being one of the pioneers in launching and introducing the "Rani, Barbican" brands to the Egyptian market.
- ✓ Developed a strong distributor network for sales and skyrocketed sales volume in 2009
- ✓ Devising market entry strategy based on market intelligence and supported the development of a performance driven culture amongst all employees and ensuring adequate motivation and retention of all employees through effective leadership and grooming.

**Field Sales Supervisor -
Nestlé Waters - Egypt**

Jan 2006 – Feb 2009

Inducted as Filed Sales Specialist and crafted an upward growth curve to merit promotion to the position of Filed Sales Supervisor.

Designation Chronology:

- ✓ Jan 2006 – Feb 2009: Field Sales Supervisor
- ✓ Feb 2001 – Dec 2005: Field Sales Specialist