

Curriculum Vitae

PERSONAL DATA

Name\ Adel Al Sayed Saber

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Nationality\ Egyptian

Marital Status\ Married

Availability- Immediate

ACADEMIC PROFILE Bachelor of Agriculture (Mansoura University)

CAREER OBJECTIVE

Manage and develop key trades through the company vision, expanding the distribution, display across all trade channels, maximizing consumer awareness through the effective merchandising tools and developing relationship with our customers. To gain a position of responsibility where my qualifications and practical experience can be applied and developed in a pro-active organization, to face and execute challenging tasks successfully and continuously increase and enhance my skills.

PERSONAL SYNOPSIS

Dedicated and corporate service focused professional empowered with over 22 years of international experience in Sales and Marketing, Administration, Finance, Precise understanding & meticulous knowledge of sales Policy and its operations With Diligent attention to details, resulting in superior customer service & high levels of strategic implementation. Diversified, In-depth professional work experience molded me into a proficient leader who can consistently achieve outstanding results In any challenging environments. A well-organized team player who is able to boost the revenue growth through big-picture Vision, creativity, strategic management, and coordination.

SKILLS SUMMARY

1. Excellent leadership and management skills
2. Strong administration and problem solving skills
3. Precise knowledge of HR Policy & its implementation
4. Outstanding interpersonal and customer-facing skills
5. Good analytical and negotiation skills
6. Ability to grasp systems and procedures quickly
7. Able to adopt multiple task under-pressure
8. Excellent oral and written communication skills
9. Result orientated, ambitious and highly motivated
10. Fully competent with Microsoft Office Suite
11. Good team player with potential to work individually as well
12. Team-leadership – innovation – Judgment
13. Decision making

CAREER SUMMARY

Beiersdorf Company (Nivea) Regional Sales Manager 2017 till now

East Region TT & W/S & Pharmacies & KA



- Responsible for the development, execution, and performance of all programs designed to increase presence and ultimate off – take.
- Closely monitor the sales and share development to ensure company's objectives are achieved, and recommendations for improvements.
- Co-operate with field sales to achieve targets of share and sales.
- Coordinate logistics activities as necessary to ensure timely arrival to region.
- Manage the timely arrival and disbursement of POSM, LPOs, listing samples, and promotional stocks for all activities to self-service trades and ensure proper phasing into the trade.
- Provide regular reports on self-service sales activity, on execution of results, on market's competitors, customer's feedback and recommendations for improvement to sales organization.
- Provide MTD sales analysis report by region, branch, salesman and by brands to follow up the distribution with KSA sales team.
- Manage and update on a monthly basis the planned promotional platform for self-service and recommend changes for key output optimization.
- Managing self-service channel annual budget.
- Training merchandising team for how to implement the Plano-grams in the market depends on the customer classification and fair share index (FSI).
- Recruiting and implementing new structures according to business requirements.
- Creating MSL based on the trade classification after discussing it with each brand manager.
- BDA Negotiation.
- Preparing and negotiate the quarterly business review " QBR".
- To plan, manage and develop assigned self-service channel sales targets and strategies.
- Planning on short-and long-term and develop plans to achieve top selling results.
- Fix and maintain availability, visibility and distribution in self-service channel.
- Building effective team.



National Sales Manager TT & W/S (Henkel) Arrow -2013 - 2017

- Managing and developing KSA – TT & W/S channels.
- Following up 18 brands core range distribution in TT & W/S channel's
- Managing Business Partners strategies planning to drive growth and channels development
- Provide MTD sales analysis report by region, branch, salesman and by brands to follow up the distribution with KSA sales team.
- Manage and update on a monthly basis the planned promotional platform for TT &W/S and recommend changes for key output optimization.
- Managing both channel annual budget
- Recruiting and implementing new structures according to business requirements.
- Creating MSL based on the trade classification after discussing it with each brand manager.
- BDA Negotiation.
- Preparing and negotiate the quarterly business review " QBR".
- To plan, manage and develop assigned self-service channel sales targets and strategies.
- Planning on short-and long-term and develop plans to achieve top selling results.
- Fix and maintain availability, visibility and distribution in self-service channel.
- Building effective team
- Lead Sales team to develop the resource plan to support key priorities, goals and lead

Abbar & Zainv Cold Stores District Manager (West & South Regions 2007 - 2012)

1. Prepare monthly promo calendar in conjunction with national sales manager
2. Secure IMS target by categories
3. Secure distribution target among the team
4. Work out promotional plan to deploy joint business plans
5. Develop forecast by SKU and identify the trend
6. Monitor and analyze market share data
7. Maintaining monthly & Weekly & daily reports of transactions
8. Checking on daily basis cash report
9. Developing and maintaining a healthy relationship with all customers

Ismail Abu Dawood Trading Company (Food) Unit Manager - KA 2003 – 2006

Reporting to National Sales Manager

1. Designed and deployed the lunches of the new products in major key accounts.
2. Coach and lead workshops to train sales team
3. Manage and analyze trade spent, achieve the sales turnover, Negotiate yearly contracts BDA
4. Coordinate logistics activities as necessary to ensure timely arrival to region.
5. Develop the resource plan to support key priorities, goals and lead the selling to modern trades.

Arabian Food Supplies (AFS) Regional Sales Manager (Food & Non-Food) 2000 - 2003

Reporting to National sales manager

One of the biggest companies of food and non-food in K.S.A

1. Handling 6 branches in south region food & non food
2. Maintaining all sub distributors outside of the Capital covering all the region.
3. Monitor and analyze market share data with deep observation on competitive activities
4. Fix and maintain availability, visibility and distribution in all channel's
5. BDA Negotiation
6. Planning on short-and long-term and develop plans to achieve top selling results.
7. Training merchandising team for how to implement the Plano-grams in the market depends on the customer classification and fair share index (FSI).

Pepsi Cola (Sipco) DRD Manager (Madinah) 1994 – 1996 (TDM)



Pepsi Cola (Sip o) Key Account Manager (Makkah) 1996 – 2000 (TDM)

One of the biggest Bottler& distributors in Saudi Arabia

- ✦ Handling DRD team (Madinah) which contributes to 65% of the business 1994 – 1996 Coverage, Distributions, Collections.
- ✦ Handling Makkah Key Account 1996 – 2000 As (TDM)
 1. Managed and supervised a large sales team (47 persons) including Sales Supervisors, Senior Merchandisers,
 2. Merchandisers & Sales Reps and helped them integrate their efforts with an aim to grow the whole team's achievements
 3. Developed customer specific annual marketing and promotional plans and followed them up till full achievement point
 4. Closely coordinating with the Marketing Department for the implementation of the marketing and promotional plans and support applicable to my assigned area.
 5. Representing the company in any business transactions and dealings with key accounts focus on distribution, pricing, Shelving, planogram and merchandising activities.

Thank You