

# HUSSEIN AL SAGGAF

## Retail Business Development | E-Commerce | Product Sourcing

Riyadh, Saudi Arabia | +966509309408 | alhssinhmd@hotmail.com | linkedin.com/in/Hussein-al-saggaf-5854148b

Driven *Co-Founder and Apparel Project Pioneer* with professional background in IT, e-commerce, and apparel business development. Strong quantitative analysis, conceptual thinking, strategic planning, and technical ability. Background includes building a company from scratch, creating brands, and reforming existing departments through effective coaching. Skills include *budgeting & forecasting, organization development, ecommerce website project management, apparel design, and business planning*. Excels in fast-paced challenging environments. Reputation for developing winning teams, securing investors, managing relationships, and improving overall efficiency of operations to increase revenue and ensure customer satisfaction.

### EXPERTISE

*Business Development*  
*IT Business Solutions*

*Sales and Commerce*  
*Organizing and Logistics*

*Products Sourcing*  
*Project / E-Commerce Management*

### KEY ACCOMPLISHMENTS

- *Launched new apparel brand, built supply chain, and managed product lifecycle.*
- *Enhanced organizational structure* by creating new ecommerce website and automating logistics process.
- *Built well-defined SOP* for B2B sales to ensure success in highly competitive environment.
- *Provided expertise to key executives* on most suitable business applications in F&B field.
- *Supported organizations* in determining required job functionality and recruiting strategies.
- *Reviewed case studies* for retail businesses line and developed operation plans.
- *Created and executed SOPs and best practices* to ensure success, sustainability, and growth.
- *Built a new retail ecommerce concept store* for lifestyle products.
- *Acquired distribution authorization* for the trendiest backpack brand worldwide.
- *Sourced more than 100 unique and niche brands.*
- *Utilized effective human resource strategies* and implemented workforce engagement activities to retain staffing.

### EDUCATION

**Bachelor of Business Administration - BBA, Marketing**, 2018 - Present  
Arab Open University,

**High School Diploma**, 2005  
Ibn Hajar, Riyadh, Saudi Arabia

### WORK HISTORY

**Apparel Head Of Brand** | **Reefi**, Riyadh, Saudi Arabia, January 2022 - Present

**General Management Consultant** | **Modern Perfume Co.**, Riyadh, Saudi Arabia, August 2021 - December 2021

**Organizational Development Consultant** | **RMQ Investment Co.**, Riyadh, Saudi Arabia, February 2021 - August 2021

**Co-Founder & General Manager** | **Tafaseel Store**, Riyadh, Saudi Arabia, August 2016 - October 2021

**Sales Manager** | **All IT Solution's**, Riyadh, Saudi Arabia, July 2013 - March 2017

**Sales Representative** | **Labenat Albena**, Riyadh, Saudi Arabia, September 2011 - May 2012

**Store Supervisor** | **Shaddady for Computer Systems**, Riyadh, Saudi Arabia, March 2011 - September 2011