

# CV

## Osama Mohamed Soliman Sales Director

Riyadh, The Kingdom of Saudi Arabia  
osamasoliman091@gmail.com  
+966 595893971

### Statement of Objective

A Sales Director with 13 years of experience and a proven track record in developing sales plans, sales budgeting, sales analysis, risk assessment and market research. With a successful record of accomplishments in Sales, Controlling, Management reporting, Sales analysis and exposure to complex business structures in the Kingdom of Saudi Arabia, where I have accumulated business acumen, reporting, and working effectively under pressure over the years of my career. My added value in the company I would join would be to identify opportunities for leveraging company assets to drive business solutions through Data Analysis and Visualization, BI Reports, and Web Analytics.

### Professional Experience

#### **Almajd Network – Sales Director**

Mar 2021 – Present

- Managing and developing teams, including hiring, retention, performance management, competency and skill development, career development and succession planning.
- Leading a team of 120 Direct Sales Executives in MENA REGION ( Saudi , Gulf and North Africa) .
- Managing all sales channels (electronic stores - major customers - agents - retail).
- Participation in studies of the Middle East markets with external parties in the interest of the company.
- Participation in the establishment of ( APEX BY ORACLE ) according to the requirements and directives of the company
- Mentoring and coaching team members and facilitating development opportunities for the team and the business.
- Ensure sales tools are utilized in the most efficient way.
- Monitoring the team performance and managing the executives to achieve the monthly set targets.
- Holding a weekly meeting in order to enhance the performance Monthly one to one meeting with each team member.
- Motivating the team members and creating a warm friendly work environment.
- Handling effectively difficult customers by providing guidance, alternatives, Innovating, improving current processes and looking into problem areas ensuring that follow up is done for all problem incidents reported by Customers/ Agents.
- Following the sales policies and procedures follow up the code of conduct.



## Ajlan & bros. – Sales Planning & Analysis Manager

Aug 2016 - Feb 2021

- Facilitate and execute the annual sales planning process, beginning with the annual sales meeting and coming to fruition at the end of the corporate budgeting process.
- Running sales analysis comparison with competitors and market ratios, Internal and External Feasibility studies with international Big 4 offices for Accounting ( KPMG , Ernst & young , PWC , Deloitte ).
- Managing the sales development team to conduct studies for the Saudi market and evaluate customers' opinions of products to determine market requirements compared to competitors, which helps to develop products permanently.
- Work directly with internal teams to ensure that sales plans are fact based and aligned with company strategic decisions and priorities.
- Assists in implementing budget and marketing changes, and evaluating results.
- Preparing, designing and presenting sales reports and dashboards (daily, monthly, quarterly, biannual, annually) per product categories per regions.
- Gather and analyse data in order to understand problems and address them proactively.
- Evaluate sales plan situation with respect to operational viewpoint, seasonality ratios & Conduct all area quote evaluation and changes.
- Provide (wholesale and retail) availability analyses and recommendations to support regional and national distribution, and production activities.
- Compile and analyse data over time to forecast sales trends and provide recommendations on future production.
- Interpret data to develop fact-based recommendations to educate selling teams and key internal stakeholders on current trends/insights relevant to future growth and development.
- Working closely with the marketing manager and product managers to define product vision, roadmap and growth opportunities.
- Set, and oversee an organization's sales policies, objectives and initiatives.
- Provide management with quality information and recommendations to facilitate strategic sales decision- making.
- Involved in the design and modification of business systems.
- Uploading sales plan over ERP system.
- Monitor, coach and develop new sales team members' including on-boarding, and training.

## **New Boy KSA – Sales Analysis Supervisor**

**Aug 2014 - Jul 2016**

- Prepare sales forecasts and collect and analyse data to evaluate current sales goals.
- Develop methods and strategies for assessing large amounts of data.
- Closely study past sales data to determine trends in productivity.
- Interact with system architects and developers to ensure the system is properly implemented.
- Proactively improve the sales user experience and make sales tools a competitive advantage, identify/recommend and implement process improvements to ensure a positive customer experience.
- Conduct research into competitive companies and the surrounding market.
- Study shopping and purchase trends of consumer base and target demographic. Support IT team with developing the daily operational report (DOR) which is tracking the KPI's of the business across all regions.
- Develop visits plans for sales team to maximize productivity.
- Acting as the sales department SPOC with internal departments (HR, Finance, Yard, Fleet, Supply Chain, Etc.) .

## **Barclays Bank – Retail Team Leader**

**May 2013 – Jul 2014**

- Promoting and selling Barclays bank products through professional sales techniques, products service and long-term customer relationships.
- Prospect, qualify and present Barclays bank products to new potential customers and increase penetration rate for the current existing customers.
- Promote the sales of various personal banking products in the allocated markets.
- Achieve the agreed sales targets with the Direct Sales Manager.
- Provide competitors feedback on a weekly basis.
- Conduct promotional activities group meetings and road shows to achieve budgeted sales volumes. This is with respect to establishing company tie-ups for selling cards.
- Managing achievements of sales objectives by setting sales targets.
- Prepare and provide a monthly sales plan.
- Conducting micro marketing activities that include participation in various SME events and other direct marketing activities.
- Track and analyse activity and results metrics on a daily basis.
- Develop and deploy plans to increase Direct Sales group performance in coordination with the Direct Sales Manager and the Director of Sales.

## **Barclays Bank – Retail Sales Agent**

**Nov 2011 – Apr 2013**

- Develop new business prospects in specific geographic areas through cold calls and visits.
- Evaluate prospect requirements of clients and determine qualified leads through efficient networking and cold calling.
- Coordinate with other departments for and maintain efficiency on all sales procedures and activities.
- Interact with existing customers to increase sales of the Barclays bank's products and services.
- Benchmark sales locations for optimum sales performance and target settings.

# CV

## Academic Qualification

Bachelor of Commerce – Accounting Major - 2011

## Post-graduate Studies & Certificates

- Mastering Data Analysis from The German University in Cairo.
- Marketing Strategy from Barclays Bank - UK.
- Customer Relationship Management (CRM) course from Barclays Bank - UK.
- Presentation & Communication Skills from Barclays Bank - UK.
- Business Skills from Barclays Bank - UK
  - Strategic Planning & Risk assessment
  - Communication, Negotiation & Presentation Skills
  - Analytic Techniques for Business Specialization
  - Financial Forecasting
  - Market Research & Project Planning
  - Business Development
  - Leadership and Team-Building

## Technical Skills

- Microsoft Office Advanced
- International Computer Driving License (ICDL).
- Data Analysis in Excel
- ERP systems
  - SAP
  - Oracle
  - Oracle Business Intelligence
  - Sales Buzz
  - Scala

## Language Skills

Arabic Language	Mother Tongue
English Language	Proficient

## Personal Information

Marital Status	Married
Residency Status	Transferable Iqama
Driving License	Valid – KSA

*References furnished upon request*

**Osama Soliman**