**Mohammed Nasser Shamsuddine**

Jeddah - KSA, mobile: 00966598317463 ● Nasserok@gmail.com – Syrian - Married

**Seeking a rewarding career where my potential, skills and experience can be utilized**

***EXPERIENCE***

***As of Aug 2019*** **MEZZAN FOOD - KITCO**

**Regional western manager**

**⮱**Brands handling: **Nince-Biets-Ketlle-Bliss-Stix-** **Biscuits - Tuna**

**Customer:** **Panda** -**Danube-Ben Dawood-Al Raya-Al Nouri- C4 .Retail - WS**

* + - Responsible for planing national deals and leaflet featuring plans,handling budgets vs. spendings
    - Leading and executing all deployment plans for stores implementations and monthly initiatives.
    - Tracking regional oos situation vs. sales fundamentals
    - Responsible of OT Target/Growth, Initiatives and development
    - Negotiates yearly customer’s contracts: Shelf shares, Gondolas, Floor rentals, CI target & investments
    - Track and analyze Sell out contribution by brand vs. total category
    - Update Sell In / Brand Index and weight of Business
    - Strategic Negotiation Skills

***01/04/04 to 20/08/18* Ismael Ali Abu Dawood Comp*.*** 

**⮱**Brands handling: **Ferrero Rocher – Pringles –Tilda Rice- Anchor Milk**

* + - 30\4\2004 TO 30\3\2005 Section Manager (Uper tread )
    - 1\4\2005 TO 30\6\2007 Van supervioser
    - 1\7\2007 TO 30\10\2010 Unit Manager Merchandiser Team (C&N) All items
    - 1\11\2010 TO 30\3\2018 Rgional manager (C&N) All channels.

**Customer:** **all channels (KA-WS- RVO)**

* + - Responsible for projecting monthly & annual Sales Plan and objectives in coordination with Company’s Business Plan and provide regular updates, revisions and modifications to the plan Leading and executing all deployment plans for stores implementations and monthly initiatives.
    - Establish goals for Sales Team & continuously monitor their performance Responsible of OT Target/Growth, Initiatives and development
    - Ensure that planned sales & distribution targets are met.Track and analyze Sell out contribution by brand vs. total category
    - Design & facilitate overall marketing plan
    - Oversee Hiring and Training of Sales Team

***28/06/1997 to 20/04/2004***  **Abbar& Zainy. COMP**

**⮱**Brands handling: **Halwa Tema-Biopher Hony-Tuna – Abu Askary Rice-**

* + - 1\9\2001 TO 30\3\2004 **Qassim Branch Manager** (All channel )
    - 1\9\1999 TO 30\8\2001 KA supervioser
    - 1\7\1997 TO 1\9\1999 Sales Man KA
* Managing business relations with key clients in both modern trade and wholesale channels, taking the business in those two channels to new levels by introducing new SKU’s, personal contacts and daily follow–up visits, negotiating BDAs and getting the best in category locations and shelve space, in addition to opening new customers and develop the existing clients by coming up with new solutions and ideas that built a win to win relationships with our clients in terms of volume and profit margin

***Courses and training:***

* **The role of the seller Abbar & Zainy**
* **Supervision of the Sales Abbar & Zainy**
* **CBD** college 1 AbuDawood
* Train the Trainer AbuDawood
* Executing with Excellence AbuDawood
* achieving the Goals AbuDawood
* coaching School AbuDawood
* Planning and priority setting AbuDawood

**EDUCATION**

(**June 1995) Damascus UNIVERSITY**

**QUALIFICATIONS**

* Team leader who establishes goals and motivates team mates to achieve objectives and targets
* innovative, creative, and disciplined in problem-solving
* MS Words, Excel, Power Point, Internet

Countries visited: Sweden, Turkey, Malaysia -Thailand -Indonesia - Jordan, Syria, Saudi Arabia and United Arab Emirates

• Lived more than 15 years in Riyadh-Jeddah 5 years - Qassim 3 years

***Mobile with the Network Code***: ***00966-598317463*** E-Mail: [**Nasserok@gmail.com**](mailto:Nasserok@gmail.com)

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| ***Residence ( IQAMA)*** | ***Transferable.*** |
| ***Driving License*** | ***Saudi Driving License, Syrian driving license.*** |
| ***Interests :*** | ***reading , Cooking*** |

*BR*

*MO. Nasser Shamsudden*