



Mohanned Abdelrahman Suliman Ali

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Nationality: Sudan

Education: B.sc Economic KHT.

UAE high school

Reference: Available on request



Profile extensive

A highly motivated confident Export Sales Business Development Professional with exceptional skills Across Middle East & Africa having Experience of identifying the needs of corporate customers & running of delivering sales & marketing campaigns for key clients.

Possessing a significant record achievement in account management & able to quickly understand the mission, now looking for a new challenging position which will make best use of my existing skills And experience as well as my professional development.



Work Experience

Head of Export- Al Sorayai Investment Company- Jeddah, Saudi Arabia

March 2019- Present

- Developing & Implementing the Sales & Business Development strategies for the food stuff division
- Overseeing the day to day the business operations with hand on approach whilst taking full responsibility of P&L
- Channel management and distribution evolving strategy
- Team management leading & monitoring the performance of the team members and meet the company KPI's as AOP.
- Execute and ensure proper implementation for any new development tasks in introducing new products.
- Managing the export operations with all stakeholders and departments to ensure smooth dispatch for the product from the plant till the end consumer at the final destination
- Conducting regular market visit to assigned countries to monitor product availability, coverage and competitors activities

Business Development Manager - DAL Group Company, January 2016 – Feb 2019

- Responsible for exploring opportunities to develop sales outside Sudan with a particular focus on Middle East & Africa. KSA, Yemen, Ethiopia, Chad, South Sudan & Djibouti markets.
- Identify profitable business opportunities to extend the Company brand franchise outside Sudan ,monitor pricing, competitors & suggest actions co maximize sales
- Managing existing distributors portfolio by achieving sales targets and managing The distribution plan to ensure that sales are only made in the nominated territory.
- Strong understanding of financial measures incl. P&L and ROI mind-set
- Managing & developing strong business relationships with all existed and potential distributors and Traders
- Follow up on actions with distributor to ensure 100% customer satisfaction (Ensure that all sale orders are acknowledged within a reasonable response limit).
- Strong understanding of WFP tenders.

Export Account Manager -DAL Food Company, Sudan

Nov 2013-Dec 2015

- Managing exports shipments delivery schedule, client's requirements & liaising with Planning, Production & Logistic departments to ensure the right products, at right time to the right customer.
- Execute 4P in assigned export market (Products assortment, placement, Pricing, Promotions).
- Providing Regional Export Director with regular reports on performance against plan

Export Coordinator SAYGA Investment Company-Sudan

2012- 2013

- Responsible for supply chain in terms of PFI, invoicing, shipment dispatch and export doc.
- Prepare sales report, forecast and monthly check stock availability and shelf life
- Responsible for internal export operations (Liaise with finance, Logistics, stakeholders)
- Ensure product and packaging meets local requirements and that shipments take place as per customer requested volumes and timings
- Maximize customer's relationship & build loyalty

Sales Administrator SAYGA Investment Company-Sudan

2011- 2012

- Answering queries, offering advice and introducing new products to clients
- Coordinate with Logistic, Finance, sales
- Generate sales order on SAGE system as well as invoice
- Daily sales report of Agent to upcountry
- Chasing up overdue payments, monitoring ongoing orders credit limit for each agent
- Build professional relationships with the Customers of the company