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Summary

- Self driven achiever having more than 25 years of work experience with leading multinational companies in FMCG.I have worked in South America, all over GCC, West Africa & recently in Levant.
- Sales & Marketing specialist experience in different markets & regions, offering proven track record in developing and executing sales & marketing programs.
- I have developed strong experience in Sales, trade marketing and distribution, key accounts management, business development, distributor management, supply chain management and general management.

Experience ;

Managing Director

Dayon for Trading & Distribution Company Oct 2018- Present

I am the person who is currently:

- 1- leading the company and ensuring all employees are into the company vision,
- 2- Ongoing planning & implementing short term objectives in order to achieve the company long terms Business strategies & objectives.
- 3- Devising a 5 years plan & working with other board members to oversee its implementation.
- 4- I prepare & implement comprehensive business plans to facilitate achievements. (on going)

General Manager

Al Intishar Trading & Distribution Company Nov 2017 – Oct 2018

This Role was mainly focusing on:

- 1- Controlling Budget & optimizing expenses.
 - 2- Formulating policies, Monitoring & motivating my team.
 - 3- Managing operational Costs. Implementing & designing GTM model.
 - 4- Responsible for Supply chain and to make sure that we always are having sufficient Stock covering.
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**August 2015 – October 2017: National Sales Manager
Petra Trading & Investment Company – Jordan**

This role is to manage portfolios of different principals : Gillette, Oral B. Crest, Duracell, 3M Kellogg's & Pringles,

1. Developed the go to market strategy for all channels, identify and leverage synergies and evaluate each channel's growth potential and set needed financial and human resources accordingly.
2. Preparing market plans & IMPs by using the right BB.
3. Set sales targets with respect to Key business Drivers (KBD), Advanced Collaboration Plans (ACP), and Extra Visibility Plans and track results regularly to ensure meeting the targets.
4. Lead negotiations with Principals regarding investment strategies and budgets.
5. Prepare and analyze market intelligence reports via awareness of market trends, understanding of upcoming customer initiatives and monitoring regional competition.
6. Develop a strategic relationship with Customers, conduct frequent market visits and lead the business review meetings with them.
7. Ensure reviewing true score card results with key customers and lead the team for the necessary corrective action for any deviation vs. set targets.
8. Lead the meetings with Brand Managers to make sure that all brand related plans (visibility, launch, distribution, expansion, volume increase) are properly implemented and review the status on monthly basis.
9. Conduct quarterly performance appraisal for direct reports, set development plans for them and make sure that the same process is cascaded on the lower levels properly.
10. Enhance the company's reputation by living its values and promoting ethical business practice.

Apr 2012 – June 2015: National TM&D Manager

YOSICOM-West Africa - Ivory Coast

This position is in charge of delivering a yearly turnover of USD 55 million, I am reporting to the CEO and overseas two teams:

- 1- Trade marketing Team, and consist of 2 marketing managers who manage, between them, 8 marketing executive.
- 2- Sales operation team, and consist of 2 sales Manager who manage, between them, 4 sales supervisors, 2 account executive & 22 Sales Representatives.

Accomplishments:

- Restructured the whole team into channels. created & Implemented a strategic marketing plan which was the starting of the turnaround performance across the region.
- Delivering sales targets, coaching and training the team members and working closely with trade & sub distributor
- Achieved a growth of 22%+ by increasing the yearly turnover from USD 45 million to USD 55 million in 2013.

Apr 2011 – Mar 2012: Regional Sales & marketing Manager

CLICK CELL - West Africa-Ivory Coast

- This role was in charge of delivering a yearly turnover of USD 38 million.
- I was reporting to the country manager and managing a team of 2 sales managers, 1 marketing Manager & Key account executive who manage, between them , 3 sales Supervisors, 2 marketing executive & 17 sales representatives.

Achievements :

- Designed and implemented annual Sales & marketing strategies based on close familiarity with market trends.
- Delivered considered strategies and insightful presentations to business department and executive committee...Improved overall country sales by +7%

Jun 2008 – Dec 2010: Business Development Manager**Media Solution – GCC**

- This role was in charge of managing KSA & Bahrain markets, consist of 2 regional managers ,2 account managers & 1 sales manager. I was reporting to the Head of marketing GCC.
- Implemented at the 1st time in Bahrain the second hand car magazine(Dealz4weels).
- provided the highest level of services and responsiveness to the needs of companies. Ensured reliability and consistency for each project dealt with.
- Launched a new way of Media innovation(Luminous Media) at the 1st time in GCC on 2009.
- Sold out our innovation idea to the biggest organizations across GCC such as: (F1 Bahrain – Zain Saudi - Batelco Bahrain – Costa Coffee Bahrain; Ministry of Defense Bahrain & many others).
- Implemented at the 1st time in GCC the Holo Display (rare projection screen) that was in Batelco Bahrain on 2009.

Mar 2006 – May 2008: TM&D Manager – Bahrain Market**BRITISH AMERICAN TOBACCO.**

This position was in charge of delivering a yearly turnover of USD 15 million and reporting to the Regional TM&D manager (Oman, Qatar & Bahrain) my key responsibilities was on sales, distribution & marketing , profit & market share for Bahrain

Accomplishments:

- Achieved Sales Turnaround in Bahrain by achieving a growth of + 11.2%
- Successful launched for HOD in the market.
- Assisted in developing Bahrain portfolio and pricing model for the country & implemented it as per agreed plan. Decreased and controlled M.Jala(BAT Distributor) company credits & payments.
- Managed stock level & orders by working closely with GCC supply chain manager & BAT Factories.
- Established direction and clear goals to the TM&D team consistent with the company's vision & strategy.

Jun 2005 – Mar 2006: TM&D Manager – KSA - Eastern Region.**BRITISH AMERICAN TOBACCO.**

This role was in charge of managing the Eastern distribution and trade marketing team of BAT, in this role, I was reporting to the Regional Manager, and managing a team of 4 Sales Supervisors, 2 TMR,s and & 20 sales representatives.

- Successfully launched HOD in the region. Improved availability ,visibility & stock level in outstation areas. Increased BAT market share in the region by 2.3%.

Apr 2003 – Jun 2005: TM&D Manager - KSA-North&South Regions**BRITISH AMERICAN TOBACCO.**

- I was responsible for Sales, distribution, profit and Market share for South & North Regions
- Achieved a growth in both Regions (+4.1% in south & +3.2% in north).
- Was managing 5 branches across the 2 regions (Tabouk, Madina, Qassim, Abha & Jizan).
- Managed a team of 45 consist of 5 branches managers, 5 Sales Sps , 6 TMR,s & 29 sales reps & reported to the Regional manager of (North, South & West).

Apr 2000 – Mar 2003: TM&D Manager - KSA - South Region

BRITISH AMERICAN TOBACCO.

- Managed the TM&D operations and strategy in the RegionI was leading a team of 2 Branches manager, 2 Sales Supervisors, 4 Trade marketing Reps & 18 Sales representatives, and reported to the regional manager of (North, South & West).
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Aug 1998 – Mar 2000: Trade Marketing Rep. Kuwait

BRITISH AMERICAN TOBACCO –MENA

- I was reporting to the Trade Marketing supervisor and my responsibility was implementing the marketing agreed plans of B.A.T products in Arab sector by working closely with the sales teams of 2 distributors (4 sales supervisors & 10 DR's) ,Duties Include motivating my team.

Oct 1997 – Aug 1998: Marketing Executive

Al Mailam & Chaalan-Kuwait

- Managed a team of 2 trade marketing by reporting to the country manager.
- Achieved marketing and sales operational objectives. Achieved a growth of 6.1% in key account channel.

Education / Qualifications

- **Business Administration**
Arabian University of Beirut -
- BAA - Graduated: 1993

- **Higher Diploma - ESL**
American University of Beirut

- **Certification/diploma, Microsoft Applications**
New Horizon – Kuwait

Skills & Expertise :

- Channel Management , Sales Operation & Cross Functional leadership
- Trade Marketing & Distribution management & Key Account management
- Building Effective teams & coaching.
- GTM & Sales Development.
- Leadership skills, Strategic thinking, planning, Creativity & innovation.

Languages

<u>Name</u>	<u>Proficiency</u>
Arabic	Native
English	Fluent
French	Fluent
Spanish	Conversational
Portuguese	Conversational

Activities & Societies :

_Swimming, Traveling & Scouts

