|  |
| --- |
| **CURRICULUM VITAE** |
|  |  |  |
| **Personal information:** |  |  |
| *Name* | **: Mohamed** |
| Date of Birth | **: 9th December 1976** |
| Nationality | **: Egyptian** |
| *Marital Status* | **: Married** |
|  |  |
|  |  |
|  |  |
| Email | : Mohamed.352829@2freemail.com  |
|  |  |
|  |  |  |
| **Education:** |  |  |
| *Date of Graduation* | **: Jun. 1998** |
| Name of Institution | **: Faculty of Urban and Regional Planning** |
| University | **: Cairo University** |
| Degree | **: Bachelor in Urban and Regional Planning** |
|  |  |  |
| **Skills:** |  |  |
| Spoken Language | **: Arabic (Mother tongue)** |
|  | **: English (Fluent)** |
| Computer Skills | **: Windows, MS Office, Auto CAD** |
| Key Skills | **: Sales, Sales Operation, Marketing, Business Development, Customers Satisfaction, Negotiation, Competitive Analysis, Training, Management, Market Research.** |
|  |  |  |
| **Career Profile & Objective:** |  |
| Sales manager professional with more than ten years combined experience in sales and marketing roles in the tyre industry.Skilled in leading sales teams to penetrate markets with all tyre ranges and categories to achieve sales goals. |
| * ***Objective:***
 |  |  |
|  | Managerial position in Sales and Marketing wherein education, experience and skills can be efficiently utilized to increase the sales volume and profitability of the firm. Build a strong distribution network for achieving greater market development by fulfilling the following underlying functions: |
|  | * Leading sales teams to achieve sales objectives.
 |
|  | * Identifying potential customers in the market.
 |
|  | * Comparing products and their substitutes based on a range of criteria.
 |
|  | * Managing the firm’s sales budget and costs – Estimating costs involved.
 |
|  | * Obtain an executive sales/marketing management position in a growth-oriented company.
 |
|  | * Utilize business development/sales skills at a progressive organization where these skills can make a significant impact on the firm growth.
 |
|  |  |
|  |  |
| **Experience:** |  |  |
|  |  |  |  |
|  | **Mar. 2016 → Present** |
|  | * **Division Manager**
 |
|  |  | General Engineering Services (GENSERV) – Sultanate of Oman |
|  |  |  |
|  | * ***Responsibilities:***
 |
|  |  | 1. | Set the budget and targets of my division and follow up the achievements. |
|  |  | 2. | Set the division policies and goals every year. |
|  |  | 3. | Execute the pricing and brand positioning. |
|  |  | 4. | Set the targets and the KPIs for my staff and follow up the achievements. |
|  |  | 5. | Forecasting yearly quantities and set the ordering cycle. |
|  |  | 6. | Build key customers strong relationship. |
|  |  | 7. | Set targets for the dealers in all tyre categories, assuring the achievement of these targets. |
|  |  | 8. | Work with the internal team, marketing staff, and other managers to increase sales opportunities. |
|  |  | 9. | Maintain extensive knowledge of current market conditions. |
|  | 10. | Prospect for new clients by networking. |
|  | 11. | Generating interest from potential clients and ensure they stay satisfied and positive. |
|  | 12. | Regular Market studies and reports all the activities of the competitors. |
|  | 13. | Yearly assessment for staff. |
|  |  |  |  |
|  | * ***Achievements:***
 |
|  |  | 1. | Assigned two tyre suppliers in different categories:  |
|  |  |  | 1. **RADAR** (PCR-SUV-LT-TBR) – SINGAPOREAN brand from Omni United
2. **LEADWAY** (OTR) – CHINESE brand from LGMG
 |
|  |  | 2. | As it is a new division we have managed to set the policy, budget and targets for the sales team to follow. |
|  |  | 3. | Created number of key accounts on both cash and credit base. |
|  |  | 4. | Recruited new skilled sales team for the division. |
|  |  | 5. | Assigned number of dealers to promote our range. |
|  |  | 6. | Established a tyre service facility to serve the different customer requirements. |
|  |  |  |  |
|  |  |  |  |
|  | **Sep. 2014 → Feb. 2016** |
|  | * **Business Development Manager**
 |
|  |  | Heritage Palace LLC. (Trading Company) – UAE |
|  |  |  |
|  | * ***Responsibilities:***
 |
|  |  | 1. | Define long-term organizational strategic goals. |
|  |  | 2. | Improve the company market position and achieve financial growth. |
|  |  | 3. | Build key customers strong relationship. |
|  |  | 4. | Work with the internal team, marketing staff, and other managers to increase sales opportunities |
|  |  | 5. | Maintain extensive knowledge of current market conditions. |
|  |  | 6. | Prospect for new clients by networking. |
|  |  | 7. | Generating interest from potential clients and ensure they stay satisfied and positive. |
|  |  | 8. | Set targets for sales and provide support to achieve it. |
|  |  |  |  |
|  |  |  |  |
|  | * ***Achievements:***
 |
|  |  | 1. | Started a new line of trading and re-exporting of tyres. |
|  |  | 2. | Achieved quite a financial growth. |
|  |  | 3. | Increase the sales team to obtain the company growth. |
|  |  | 4. | Opened new markets for our line of products in different countries.  |
|  |  |  |  |
|  |  |  |  |
|  | **Nov. 2013 → Sep. 2014** |
|  | * **Division Manager**
 |
|  |  | Middle East Tyres – Al Serkal Group – UAE |
|  |  |  |
|  | * ***Responsibilities:***
 |
|  |  | 1. | Set the budget and targets of my division and follow up the achievements. |
|  |  | 2. | Set the division policies and goals every year. |
|  |  | 3. | Execute the pricing, brand positioning and set the margin for my brands. |
|  |  | 4. | Set the targets and the KPIs for my staff and follow up the achievements. |
|  |  | 5. | Work on the monthly and periodical forecast for tyre orders. |
|  |  | 6. | Track the orders till we receive in our warehouse. |
|  |  | 7. | Set targets for the dealers in all tyre categories, assuring the achievement of these targets. |
|  |  | 8. | Do market studies and report all the activities of the competitors. |
|  |  | 9. | Yearly assessment for staff. |
|  |  |  |  |
|  | * ***Achievements:***
 |
|  |  | 1. | Increased number of key accounts. |
|  |  | 2. | Increased SOA with existing customers. |
|  |  | 3. | Managed the new brand image (LANDSAIL). |
|  |  | 4. | Recruited new skilled sales team for the division. |
|  |  | 5. | Managed to liquidate a huge volume of old DOT tyres through different re-export markets. |
|  |  |  |  |
|  |  |  |  |
|  | **Sep. 2008 → Nov. 2013** |
|  | * **Account Manager**
 |
|  |  | MICHELIN – Sultanate of Oman |
|  |  |  |
|  | * ***Responsibilities:***
 |
|  |  | 1. | Follow up on the local distributor to achieve the company’s targets in sales. |
|  |  | 2. | Work on the monthly and periodical forecast for tyre orders. |
|  |  | 3. | Set targets for the dealers in all tyre categories, assuring the achievement of these targets. |
|  |  | 4. | Do market study and report all the activities of the competitors. |
|  |  | 5. | Create demand by checking the customer’s available inventory. |
|  |  | 6. | Offer technical services to clients by: |
|  |  |  | * Helping them in making the correct choice of the tyre purchase.
 |
|  |  |  | * Checking and reporting the abnormal phenomena detected on the tyres.
 |
|  |  |  | * Attend to client’s complaints and find solutions by explaining the reasons and causes of the defect to insure customer satisfaction.
 |
|  |  |  | * Operate Hunter balancing machine, and solve balancing and vibration complaints for clients.
 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  | 7. | Provide Seminars and technical trainings to Customers (Trucks & Cars), Truck Importers and Car importers. |
|  |  | 8. | Conduct yearly surveys on market shares for passenger and truck tyres. |
|  |  | 9. | Maintain good contact with car importers, especially high performance car agencies and conduct original equipment survey to ensure the availability of the new tyre sizes fitted on the latest models. |
|  |  |  |  |
|  | * ***Achievements:***
 |
|  |  | 1. | Increased number of key accounts. |
|  |  | 2. | Increased SOA with existing customers. |
|  |  | 3. | Achieve the targets and KPIs during in a quite tough market. |
|  |  | 4. | Provided Seminars and technical trainings to Customers helping in maintaining the tyre long life and achieving the best CPK. |
|  |  | 5. | Managed all kind of claims with the PUBLIC AUTHORITY OF CUSTOMER PROTECTION in Oman. |
|  |  | 6. | Provided PUBLIC AUTHORITY OF CUSTOMER PROTECTION number of training to help in recognizing the difference between tyre misuses and manufacturing defects.  |
|  |  | 7. | Participated in various PORCHE events. |
|  |  | 8. | Provided ROP (Royal Oman Police) with number of Seminars and technical trainings(Including Seminars about RETREADING) |
|  |  |  |  |
|  |  |  |  |
|  | **Nov. 2006 → Aug. 2008** |
|  | * **Marketing Manager**
 |
|  |  | Majees Lighting Industries (Light fittings Factory) - Sultanate of Oman |
|  |  |  |  |
|  | * ***Responsibilities:***
 |
|  |  | 1. | Executing Sales and Marketing for the Factory Products. |
|  |  | 2. | Follow up the sales achievements with the agent. |
|  |  | 3. | Search for sales opportunities and prospecting for new customers. |
|  |  | 4. | Assist in business developing. |
|  |  |  |  |
|  | * ***Achievements:***
 |
|  |  | 1. | Achieved high sales volume in different kind of projects. |
|  |  | 2. | Managed to create a strong business relationship with different consultants. |
|  |  | 3. | Increased our footprint with dealer’s channel. |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |