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| **Hussein** Hussein.378738@2freemail.com C/o- +971505891826 |
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| **Career Objective** |  |
| Looking for an opportunity to utilize my academic and work experience in a multinational company where my sales and interpersonal skills can be used and developed. |
| **WORK EXPERIENCE****May ’15 – June’16** **May ’14 – May ‘15**  | **National HORECA Channel Developer, Cairo, Coca Cola Egypt**• Managing one of the non-retail key accounts channels.(At work, Medical, Education, Military and Entertainment locations) • Prospecting new potential clients for the channel.• Evaluating and Measuring accounts performance.• Negotiating contracts with new and existing accounts.• Revising contracts with legal department.• Coordinating the operation process between sales department and accounts.• Handling the clients’ accounts, credit notes & over dues, with financial department.• Following up and monitoring clients’ performance through contract period. • Supervising the activations of our campaigns in educational and entertainment locations.**National HORECA Channel Developer, Cairo, Coca Cola Egypt**•Managing all hotels, restaurants, cafes, night spots, cinemas and transportation companies.•Directly manage international and national accounts e.g.: Egypt Air, Four Seasons, Accor, Starwood, Hilton, Three Corners, little Buddha, Hard Rock, Paul Café, Renaissance, etc.•Initiating contracts for new accounts and renewal/termination existing ones. •Preparing evaluations and profitability analysis for each new or renewal accounts.•Negotiating clients’ benefits and contracts’ terms.•Monitoring competitors’ activities and taking actions accordingly. •Delivering monthly, quarterly, and annually sales targets as per the business plan. •Acquiring and converting new accounts, to increase company market share as per Business Plan.•Implementing segmentation based on an in-depth understanding of consumer needs and behaviours.•Developing a joint marketing calendar for each top customer.•Co-ordinate with marketing team the activation activities and POS materials for each marketing campaigns.  |
| **Jan ’13 – April ‘14****Jun 11 – Dec 12****Dec 10 – May 11****Jun 10 – Nov 10****Mar 08 – May 10** | **Area Sales Manager, Maadi, Cairo, Coca Cola Egypt*** Managing team of 2 supervisors, 15 sales reps Helwan area.
* Launched the new “sales buzz” hand held system.

**Area Sales Manager, Ismailia, Coca Cola Egypt.*** Responsible for achieving sales targets per unit case through managing sales team on daily, monthly and annual basis.
* Managing team of 1 SPVs and 12 Sales reps on daily bases, monitoring their daily loading, route coverage, number of invoices and strike rate.
* Maintain credit limit for each sales rep as per company policy.
* Re-launched hand held and implemented “Hyper” system (Pre-selling)
* Plan and execute coolers placement / upgrade for accounts and ensure 0% abuse.
* Plan budget and sign agreement for shop signage and sunshades.
* Successfully launched Cappi Juice, Fanta Apple and Schweppes 2 Liters in my area.
* Monitor competitor’s activities in the market and report to management.

**Key Accounts Manager, Hurghada, Coca Cola Egypt*** Managing key accounts team to achieve company objective.
* Maintaining excellent relation with accounts within the channel.
* Ensuring the availability of Coke products in all accounts at all time.
* Responsible for achieving the sales targets through managing sales team.
* Monitoring the delivery team to ensure high quality service.
* Approach new accounts and ensure most profitable deals.
* Review daily, weekly and monthly sales reports.

**Non Traditional Channel Sales Supervisor, GCC Foods (PepsiCo), Riyadh, KSA*** Create customer list for Riyadh City including hotels, Universities, Hospitals, Individual schools, Cafes, Fast Food Chains and Convenient Stores.
* Approach accounts and agree sales and visibility.
* Managing 4 Sales Reps and ensure achieving monthly targets.

**Key Account Executive, GCC Foods Company (PepsiCo), Riyadh, KSA*** Leading team of 8 merchandisers to achieve monthly sales targets and visibility.
* Monitor weekly off-take by preparing stock & order report.
* Plan and agree required purchase order by SKU with customers for each store based on actual off-take, planned activities, competitor’s activities and business opportunity.
* Finalize visibility agreements with outlet managers and chain’s head offices.
* Supervise team of merchandisers in executing promotion activities.
* Evaluate results of weekly and monthly activities by activity tracking sheet.
* Report competitor’s activities, new business opportunities to direct manager.
* Ensure Plano-gram is implemented in all stores.
* Maintain excellent business and personal relationship with all outlet managers.
* Participated in new segment (Twistos baked bread) mega launch in all key account stores.
* Successfully handled all major key account chains in Riyadh. (Othaim – Carrefour – Geant – Sadhan – Panda – Tamimi)
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| **April 07 – Dec 07** | **Sales Representative, British American Tobacco, Riyadh, KSA*** Successfully participated as one of the pilot team to launch hand held in Saudi. (Fanous System).
* Trained cash van team for using hand held devices.
* Helped in re-routing to increase daily coverage.
* Achieved monthly sales target by brand and maintained successful strike rate and daily coverage.
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| **Sept 06 – Mar 07** | **Territory Sales Supervisor, Pepsi Cola Egypt, Cairo, Egypt*** Reporting to the unit sales manager.
* Responsible for 40 accounts with total annual sales 7M LE.
* Setting clear objectives for each member of the team.
* Responsible for the visibility, merchandising, POS materials, full distribution and availability of all brands and SKUs, floor and shelf space in the supermarkets to maximize the business potential.
* Manage the credit limit for each account.
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| **Jun 05 – Jun 06** | **Sales Representative, British American Tobacco, Cairo, Egypt*** Successfully exceeded monthly sales target by brand.
* Covered daily sales calls and minimized zero invoices.
* Executed display plans in targeted outlets.
* Reached average 95% effective calls ratio.
* Effectively participated in “Kent 3 TEK” new launch.
* Efficient user of “Intermac” hand held (Fanous System).
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| **Education** |  |
| **Jun 04** | **Bachelor’s Degree in Hotel Management**, Higher Institute for Hotels (E.G.O.T.H), Alexandria, Egypt. |
| **Activities** |  |
| **Jul 95 – Jul 02** | Active member in the social association of Interact and Rotaract in Alexandria, Egypt. |
| **Awards & Certifications** |
| **Nov 01****Mar 01****Nov 00****Aug 00****1999** | * Youth Leadership Seminar, Rotary Youth Leadership Award (RYLA), Rotary International.
* Negotiation Skills Certificate, Pfizer Egypt.
* Youth Leadership Seminar, Rotary Youth Leadership Award (RYLA), Rotary Egypt.
* The Concentrated Language Encounter (CLE Seminar), Technical Coordinators Level I Training Seminar, Rotary International, Cairo, Egypt.
* Most Active Member, Rotaract, Nozha, Alexandria.
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| **Trainings:****1/12****2/12 – 6/12** | * Leadership Workshop – Coca Cola Egypt
* Sales & Negotiation Diploma – Coca Cola Egypt
	+ Strategic Management.
	+ Marketing Plan.
	+ Managing Sales Forecast and targets.
	+ Managing sales Team.
	+ Negotiation Process.
	+ Presentation Skills.
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| **Computer Skills****Language** | * Operating knowledge of MS Word, Excel, Access and Power Point.
* Arabic (mother tongue)
* Very good spoken and written English.
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