



Ahmed Gomaa Mahmoud Said

Competencies:

- Experience within brand/marketing management in an international company.
- Specific interest in and/or experience with brand development
- Ability to think strategic as well as tactical, and drive from strategy to execution
- Sound commercial understanding
- Strong project management skills
- Ability to analyse complex data and draw actionable conclusions

MY Key Accountabilities:

- Develop and execute customer plans in region to optimise total Volume
- meet agreed business objectives in new and existing accounts, through maximising profit and distribution to increase throughputs of our products.
- Build and develop relationships with customers, wholesalers and stakeholders, ensuring that we build a mutually beneficial business plan for us and our customers.
- achieve targets for both profit and sales growth over an agreed budgeted time frame and in line with your region objectives.
- Develop & deliver robust account plans for 1-3 years that drive business growth and share (including strategy and tactics and bottom-up promotional programme by customer
- Establish and execute pricing strategy in accounts as necessary
- ·Grow share range and distribution in region through specific targets
- ·Conduct full evaluation of investment and promotional activity in line with Value Management principles and tools
- ·Manage & optimise debt risk and cash flow

What I'll be doing

Overall Responsibilities

Brand Management

- Lead creative agencies to develop communication plans and brand Campaigns.
- Implementing the brand plan with monitoring KPIs – both input and output and prepare business review discussions.
- Drive a value management agenda and optimizing of price and promotion strategy.
- Identify consumers needs and work with R&D to design the right product proposition.

Key skills

AREAS OF EXPERTISE

- Presentation skills
- Formulating plans
- Customer loyalty
- Closing skills
- Email marketing
- Tenders
- Time management
- Market research

BUSINESS DEVELOPMENT SKILLS

- Identify and capitalizing on opportunities.
- Understanding customer requirements.
- Strong commercial awareness.
- Networking in a professional manner.
- Developing key relationships.
- Identifying important decision makers
- Superb consultative sales techniques.
- An articulate and experienced negotiator.
- Sound financial and commercial awareness.
- Developing successful and innovative delivery methodologies.
- Demonstrating products and services in person.
- Meeting and selling to senior executives.
- Conducting commercial negotiations.
- Maximizing revenue at every opportunity.
- Experience selling new services.
- Able to open doors and initiate relationships.
- Knowledge of how to get past the screening processes and to be able to contact important decision makers.

MANAGERIAL SKILLS

- Comprehensive understanding of the internal processes and organizational structure of businesses.
- Understanding key business drivers.
- Analyzing and solving problems.
- Taking charge of long term projects.
- Managing the marketing mix.
- Able to review the time and resources spent with a prospect client against the return on investment.
- Taking responsibility for personal development.

REFERENCES Available on request.

Knowledge, and Characteristics

- Strong effective communicator.
- Highly developed, demonstrated teamwork skills.
- Ability to coordinate the efforts of a large team of diverse creative employees.
- Demonstrated ability to increase productivity and continuously improve methods, approaches, and departmental contribution. Commitment to continuous learning.
- Demonstrated effectiveness in holding conversations with customers, customer evangelism, and customer-focused product development and outreach.
- Demonstrated ability to see the big picture and provide useful advice and input across the company.
- Ability to lead in an environment of constant change.
- Experience working in a flexible, employee empowering work environment in a small to medium-sized company without marketing staff on the same level. Structured, departmentalized or large company experience will not work here.

Trade Marketing

- I'll Develop a clear channel strategy along complementing the brand Plan.
- Prioritize all initiatives to determine the most impact vs the ease of implementation.

Daily Responsibilities

- Project Management – engage different stakeholders across Country.
- I'll Analyse brand performance on key brand metrics, sales, market share, and monitoring market trends, competitor activities, etc.
- Analytics driven decision-making
- Maintain ties with all channels for tools that can be executed

My Personal Characteristics:

- I am Result oriented – always striving for results and a thirst for great
- I have Entrepreneurial and innovative – constantly exploring new opportunities for growth
- I have Strong communicator with good presentation skills
- I have Strong ability to influence internal and external stakeholders to drive projects forward
- Ability to adapt to new situations and overcome cultural differences
- Flexible, service minded, and a team player

Work experience:-

- From 2020 until now Sales & Marketing Manager at AL-Watan Com. – SAUDI ARABIA.

Duties & Responsibilities:

- 1- Prospect for potential new clients and turn this into increased business.
- 2- Cold call as appropriate within market or geographic area to ensure a robust pipeline of opportunities.
- 3- Meeting potential clients by growing, maintaining, and leveraging my network.
- 4- Identify potential clients, and the decision makers within the client organization.
- 5- Research and build relationships with new clients.
- 6- Set meetings between client decision makers and company's practice Leaders/Principals.
- 7- plan approaches and pitches.
- 8- Work with team to develop proposals that speaks to the client's needs, concerns, and objectives.

High-Level Overview

- Commercial and financial acumen to develop sales networks and navigate competitive tenders and long sales cycle project profitability.
 - Researching and evaluating new product opportunities, demand for potential products, and customer needs and insights.
- Overall marketing strategy and execution of plans for the existing products.
- Serve as a partner to finance and product development in determining the viability of potential markets before production of a product with no business case or strategy prepared in advance.
- Working with product development teams to manage new product development.
 - Demonstrable success in winning high value projects and working within a tight knit specialist team to deliver a first-class customer experience.
- Managing launch campaigns for new products.
- Managing distribution channels for products.
 - Existing relationships within the A&D, investor, hospitality operator communities.
- Ensuring effective, branded marketing communications including the company website, print communication, and advertising.
- Strong planning, organization and communication skills.
 - Managing media and marketing staff and external PR agencies.

- Analysis of the effectiveness of all marketing efforts including their contribution to the effectiveness of sales campaigns.

OTHERS, Technical Skills

- Windows XP & Windows 10, Internet, Access 2003, Word 2010, Excel 2010, PowerPoint
- Where I am perfect in dealing very good in all these specializations.

Language skills:

English

Writing: Very good

Reading: good.

Listening: Very good.

Special Skills

Creative, hardworking and a self-motivated person with good communication

A good presentation skill.

Prefers to work in teamwork.

Ability to work individually according to the job requirements.

Ability to work under stress.

Interactive and fast enough to learn new technologies.

9- Participate in pricing the solution/service.

10- clarifying, emphasizing agreements and working through differences to a positive conclusion.

11- Use a variety of styles to persuade or negotiate appropriately.

12-Present an image that mirrors that of the client.

-From 2016 to 2020 Sales & Marketing Manager at IYA investment Co. – SAUDI ARABIA.

www.iya.sa

Duties & Responsibilities:

Prepare the main objectives of the company and distribute them to the departments so as to ensure their implementation in accordance with the standards and budgets specified by the senior management in a manner that ensures their achievement

- 1- Handling sales teams in the Middle East & Saudi Arabia market.
- 2- Fixing up appointment with the client, Meet the client and show demonstrations of the product and achieve results.
- 3- Study Requirements from the client, analyze the requirements.
- 4- Prepare a unique and complete proposal and submit it to the client.
- 5- Able to find solutions for problems and present it to the client.
- 6- Develop a growth strategy focused both on financial gain and customer satisfaction
Conduct research to identify new markets and customer needs.
- 7- Arrange business meetings with prospective clients.
- 8- Promote the company's products/services addressing or predicting clients' objectives.
- 9- Prepare sales contracts ensuring adherence to law-established rules and guidelines

Keep records of sales, revenue, invoices etc.
- 10- Provide trustworthy feedback and after-sales support
- 11- Build long-term relationships with new and existing customers
- 12- Develop entry level staff into valuable salespeople

- From 2013 to 2016 Sales & Marketing Manager at CAAPP SA. - Saudi Arabia

www.caapp.org.sa

Duties & Responsibilities:

- 1- Prepare the main objectives of the company and distribute them to the departments so as to ensure their implementation in accordance with the standards and budgets specified by the senior management in a manner that ensures their achievement
- 2- Handling sales teams in the Middle East & Saudi Arabia market.
- 3- Budget preparation and planning.
- 4- Basic responsibility of a business development manager is to call clients and receive calls professionally.
- 5- Fixing up appointment with the client, Meet the client and show demonstrations of the product and achieve results.
- 6- Study Requirements from the client, analyze the requirements.
- 7- Prepare a unique and complete proposal and submit it to the client.
- 8- Able to find solutions for problems and present it to the client.
- 9- Develop a growth strategy focused both on financial gain and customer satisfaction
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- From 2011 to 2013 Sales & Marketing Manager at Eastern Coast Group – SAUDI ARABIA

www.sa-ecg.com

Duties & Responsibilities:

- Taking precedence in some markets in the Middle East (**Lead**).
- Was actively involved in decision-making process together with technical staff and management, Decision makers, facilitating execution of the sales process.
- Built sound, lasting, working relationships with key partners and clientele.
- Supports efforts to increase the product and service usage through marketing efforts.

Personal Information

- Date of Birth: 15/04/1977
- Nationality: Egyptian
- Marital Status: Married
- DRIVING LICENSE 1: International Driving License
- DRIVING LICENSE 2: EGYPT Driving
- DRIVING LICENSE 3: SAUDI ARABIA Driving

Education and Qualifications

- Bachelor of Commerce & Business Administration
- Faculty of Commerce & Business Administration – Ain shams university (1999-2000), Egypt, Cairo.

- Analyzed important industry market intelligence in relation to market trends and future product development and provides monthly reports on growth, trends, tracking results and analytics.
- Gathering information about customers and evaluating their purchasing desires for these products in order to provide products that suit them.
- Worked in business-development teams on business-planning strategies.
- Constantly studied and developed in-depth knowledge of industry trends, product line, competition, tech support and services.

- **From 2008 to 2011 Sales & Marketing Manager At AL- GHADEER Group – SAUDI ARABIA.**
www.alghadeergroup.com

Duties & Responsibilities:

- Develop sales and marketing plans and focus on the cartel on the large segment of customers and expand sales.
- Evaluating potential marketing opportunities and markets.
- Monitored/evaluated sales-teams performance – guided others towards achieving sales targets and established effective/scheduled sales reports.
- Formulated and implemented sales initiatives and marketing strategies as well as new and innovative marketing campaigns; tracked performance to achieve objectives and enhance organization effectiveness.
- Order, system and ability to negotiate well to gain customer confidence.
- Provided required training sessions to sales and marketing teams.
- Preparation of a **SWOT** plan.

- **From 2004 to 2008 Sales & Marketing Manager at Agro Food Company - Egypt**
www.agrofood.me

- Contacting potential clients to establish rapport and arrange meetings.
- Planning and overseeing new marketing initiatives.
- Researching organizations and individuals to find new opportunities.
- Increasing the value of current customers while attracting new ones.
- Finding and developing new markets and improving sales.
- Attending conferences, meetings, and industry events.
- Developing quotes and proposals for clients.
- Developing goals for the development team and business growth and ensuring they are met.
- Training personnel and helping team members develop their skills.

- **From 2000 to 2004 Sales & Marketing Manager at EL-Hoda company - Egypt**
www.alhoda.com.eg

I lead sales Business Development and client-relationship management, tracks new markets and emerging trends.

I as recommend new products and services and develops new strategic partnerships, proposals and plans, and guides long-term objectives to meet business needs and requirements, open new markets and Taking precedent in some markets (Lead)

- **From 1996 to 2000 Business Developer at HEIMC – EGYPT.**
(House of Experiences Intl for financial and Management Consultancy)

Providing administrative and financial services to companies:

- Financial reports
- Marketing strategies
- Market analysis and prediction of market developments
- Credit Management
- Market risk management
- Cost management
- Insurance

Training Programs Attended

Additional Skills:

- 1- Completed Training Package for the **ISO 22000** Team Leader 2017.
- 2- Completed Training Package for **GMP** 2017.

CONTACT DETAILS

Ahmed Gomaa Mahmoud Said

Saudi Arabia.

T: 00966545190145

E: a7gomaa@gmail.com