

Sherif Mohamed Mustafa Zakaria

Regional Sales Director

-Progressives' organization in any environment for the Managerial skills thus far processed. {STRENGTHS } I posses the value of hard work, perseverance and passion That taught to regard my self and my profession with Respect. { ABILITIES } The ability to work in any environment respecting and regarding The advice of superiors and subordinates for betterment of the Skills thus far processed. Assertive with good interpersonal Skills, ability to grasp things quickly, loving, friendly and paying Attention to minute things can blend with all cultures good team player.

Well-grounded Regional Sales Director known for delivering record-breaking revenue and profit gains. Effective at strategic and tactical planning, new business development and team-building. Excellent communication and organizational attributes.

Contact

Address

Jeddah, Salamah area ,
6459

Phone

054-266-0020

E-mail

sherifzakaria965@gmail.com

Skills

Sales training
and
leadership ●●●●●
Excellent

Expanding
territories ●●●●●
Excellent

Contract
negotiations ●●●●●
Excellent

Key account
management ●●●●●
Excellent

Business
development ●●●●●
Excellent

Work History

01-2022
Current



Sales & Business Development Manager HALA Co. , Jeddah ,KSA

Identify and research potential customers develop and maintain client relationships, coordinate with sales team to develop mutually beneficial proposals Negotiate contracte terms with clients and communications with stakeholders... Targeting the needed KPI's and follows with sales team as reflects beneficial which issued by company.

2017-01
12 - 2021

Regional Sales Director

LOACKER Co, Jeddah, Eastern Area THEN Western Area

- Collaborated with internal teams and suppliers to evvaluate costs against expected market price points and set structures to achieve profit targets.
- Directed work of efficient administrative team maintaining accurate sales, inventory and order documentation.
- Managed sales team of [71] employees
- Created regional sales plans and quotas
- Coordinated full sales operations within assigned region
- Researched customer needs, market trends and

and planning

Direct sales



Excellent

competitor activities

- Identified new product opportunities and target customers
- Served instrumental role in closing enterprise accounts valued at SR[92.000.000] in annual sales

**2013-01 -
2016-11**

Regional Sales Manager

Beiersdorff(Nivea) - Naghi Broth., Jeddah, Western

- Exceeded targets by building, directing and motivating high-performing sales team.
- Coached sales associates in product specifications, sales incentives and selling techniques, significantly increasing customer satisfaction ratings.

**2010-03 -
2013-11**

District Sales Manager

Beiersdorff(Nivea)- Naghi Broth., Jeddah, Western Region

- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
- Collaborated with internal teams and suppliers to evaluate costs against expected market price points and set structures to achieve profit targets.
- Aligned database systems with district goals by automating processes and eliminating preventable errors.
- Built new business avenues by applying direct sales and channel-based strategies, bringing in more than \$ 28.000.000 in annual sales

**2008-03 -
2010-03**

Assistant Sales Capability Manager

PEPSICO EGY, Cairo, The Capital

- Strategic and operational appreciations and analyses
- Capability conceptualization, definition and development
- Operations research and analysis
- Context or scenario-based capability modelling and simulation
- Capability costing

- Capital project business cases and management
- Decision making and decision support
- Capability assurance and performance management.
- Developed team communications and information for meetings
- Actively listened to customers, handled concerns quickly and escalated major issues to supervisor
- Created spreadsheets using Microsoft Excel for daily, weekly and monthly reporting

**2007-09 -
2008-02**

Key Account Territory Development Manager

DUBAI INTERNATIONAL REFRESHMENT(PEPSICO), UAE, DUBAI

- Develop trust relationships with a portfolio of major clients to ensure they do not turn to competition
- Acquire a thorough understanding of key customer needs and requirements
- Expand the relationships with existing customers by continuously proposing solutions that meet their objectives
- Ensure the correct products and services are delivered to customers in a timely manner

**2004-12 -
2007-05**

Key Account Manager

ULKER , Dammam, KSA

- Developing a solid and trusting relationship between major key clients and company
- Resolving key client issues and complaints
- Developing a complete understanding of key account needs
- Anticipating key account changes and improvements
- Managing communications between key clients and internal teams
- Managing account team assigned to each client
- Strategic planning to improve client results
- Negotiating contracts with the client and establishing a timeline of performance

- Establishing and overseeing internal budgets with the company and external budgets with the client
- Secured high-value accounts through consultative selling, effective customer solutions and promoting compelling business opportunities.
- Improved account management by predicting potential competitive threats and outlining proactive solutions.

**2001-12 -
2004-09**

Territory Development Manager (TDM)

PEPSICO EGY, Zagazig, Alsharkia

Design strategies aimed at growing regional revenue by satisfying customer needs and special requests. Territory managers use consumer research to maximize potential revenues and gain the loyalty of their clientele.

**1999-12 -
2001-12**

Account Development Rep (ADR)

PEPSICO,EGY, Cairo, The Capital

- Work with SalesForce to manage all leads and contacts.
- Manage EDI systems to accept tenders and to track, trace and report progress of shipment.
- Develop and manage positive business relationships with national retail store management and staff at assign territory partner locations.
- Manage all aspects of tactical implementations, including creative and technical development, measurement, reporting and ROI analysis.
- Manage day-to-day activity of client relate projects including IP voice, MPLS infrastructures and CPE implementations in a deadline-orient high-pressure environment.
- Create payroll and pre billing reports.



2011-05 -

MBA

2013-04	<i>American University Dubai - DUBAI</i>
2008-12 - 2010-11	CBP , CSMP: PEPSICO HO. <i>Pepsico School - Egypt</i>
1995-09 - 1999-01	Bachelor of physical education <i>Zagazige University - Egypt</i>



Driving License

SAUDI ARABIA

DUBAI

BAHRAIN , KUWAIT



Additional Information

- In charge of market research, and investment plans. Key player in the direct sales or modern trade or Horeca team, target driven and handled a small team under the supervision of the team leader. In charge of following up with clients and advising them of a sales solutions that would be helpful in the best interest of the client. Ensure primary and secondary sales as per planned target though daily sales reviews and follow ups. Team building to boost the competitiveness of the sales team for better performance. Key accounts management to build long-term business association to ensure profitability through heavy sales volume. Provide leadership, training, motivates front line sales team for the optimum performance . Distribution management to ensure availability and visibility. Identifying new channels for better market penetration. Effective implementation of sales promotion. Situation analysis to counter competition and contingencies. Timely reporting to the superior on day-to-day happenings. Proper follow-ups on

collections to keep the AR well within company norms. Maintain a good coordination with other departments for the smooth functioning of the sales department. { KINDLY NOTE } I have a good experiences in Marketing Research { DECLARATION } I hereby state that all the above said details are true to the best of my knowledge