Resume

**MUHAMMAD ASSAD**

**Sales & Marketing Specialist with Leadership Experience**

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 Al-Aziziya District Jeddah – KSA

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**PROFILE**

A Dedicated and Result-Oriented Professional, Specializing in FMCG With Over 15 Years of Well-Rounded Experience in Sales, Marketing and Business Development, With Solid Understanding of All Sales Channels i.e., Key Account, Retail, Wholesales & Horeca.

Expert in Planning & Implementing Key Account Development Strategies. New Business Development Within Existing and New Customers. Growing Sales Through Team Management, Customer Relationship, Promotions, Tactical Activities, Shelf & Off-Shelf Displays and Follow-up.

**WHY I WANT TO BE HERE**

I have great exposure and experience of working with Food & Non-Food products, Manufacturers, Traders, Distributors, Suppliers, Purchasers, Buyers & Key Decision Makers. I accumulated Trade Knowledge, Trends Insight by attending Trainings, Workshops, Conferences and International Trade Shows That Broadened My Perspective on FMCG Industry.

I Need A Platform of An International Organization to Portray My Attained Talent and Developed Skills for A Win-Win Equation. My Passion for Sales & Marketing Profession, My Understanding of Decision-Making Processes, My Understanding of Local & Expatriate Communities, Their Respective Cultures and Work Ethics Can Add A Great Value in The Overall Sales Growth and Brand Recognition.

**WHERE I’VE BEEN**

**Product Manager**

Said Bawazir Trading Corp. Jeddah-KSA • **November 2015 – To Date**

Managing the entire product line life-cycle from strategic planning to tactical activities of **“Aloha Tuna, Ajinomoto, Masako & Aloha Basmati Rice”** brand’s business in KSA. Drive sales & marketing plans to increase the performance, value and products coverage country wide. Develop effective sales plan that address product penetration, numeric distribution, visibility and brand awareness. Developing New Product, Design, Packaging, Pricing & Promotion in accordance with 7 P’s of Marketing. Ensuring Budget Planning for New Product Development in All sales Channels with proper Distribution & Displays.

**Sales Supervisor**

Al Jazeera Fresh Chicken Co. Dammam-KSA • January 2015 to October 2015

To develop and execute the Sales & Distribution plans which meet profit objectives for key accounts through the most effective and efficient utilization of budgets and manpower. Responsible to Manage BDA, Rental Displays, In-store & In-Flyers promotions.

Main responsibility is to improve overall presence of given products and their growth in the markets by Focusing & close monitoring on DSR, MTD, YTD and Sales to Trade (STT) reports channel wise and category wise.

**Sales Supervisor** • August 2013 to July 2014

Al Jumeirah Marketing, Easter Region – KSA

Responsible for building and maintaining strong professional relationship with Key Account Customers, Convenient stores, Wholesales & Retail stores.

**Market Development Officer** • **December 2007 – August 2013**

Coco-Cola Beverages – Faisalabad Pakistan

Handled a team of 10 Salesmen & 4 Merchandisers. Goal was to convert company’s plans into reality by maintaining execution standards of Coca-Cola in all the assigned markets.

**WHAT I HAVE LEARNED**

**Master's Degree** from Hajvery University - Punjab, Pakistan

In 2006 – MBA Marketing

**Diploma** in Microsoft Office from MICS - Punjab, Pakistan

In 2007 – Excel, Word, Power Point

**Bachelor’s Degree** from Hailey College of Commerce, Lahore, Pakistan

In 2002 – B. Com

**ABOUT**

Name : Muhammad Assad

Date of Birth : September 22, 1982

Nationality : Pakistani

Marital Status : Married

Languages : English, Arabic, Urdu

Religion : Islam

Driving License : Valid Saudi Driving License

Iqama Status : Valid & Transferable

**FAVORITE QUOTE**

Happiness comes from helping not from hoping.