****

**HASSAN AREF**

**Mobile:** +966565328939

**E-Mail:** hassanaref37@hotmail.com

**In quest of senior to top level positions to lead Profit Centr Operations / Sales & Marketing / Business Development with a reputed and growth-driven organisation.**

# **EXECUTIVE DIGEST**

* A competent professional with **nearly 21 years** of rich experience in **Profit Centre Operations, Sales & Marketing, Channel Management as well as Team Management across industry vertical.**
* **Presently associated with AlAbbas Group as National Sales & Marketing Manager.**
* Excels in devising and implementing strategies to ensure smooth business operations, attainment of top-line/bottom-line, promotion of products and achievement of business goals through system based approach.
* Adept in leading Sales and Business Development functions from a comprehensive perspective and continuing to drive the business forwards.
* Proficient in heading customer relations, business administration, finalisation of strategic alliances, market analysis, and product promotions to strengthen the company’s base in the market.
* Well organised with a successful track record that demonstrates self-motivation, entrepreneurial ability, creativity, and initiative to achieve corporate goals.
* Demonstrated communication and relationship management skills with the ability to lead and work in cross-functional teams.

# **LEADERSHIP ATTRIBUTES**

~ Driven to succeed and excel ~ Organisation Building

~ Innovative in thought and solutions ~ Effective Business Negotiations

~ Team Management & Mentoring ~ Individual Contributor

# **AREAS OF EXPERTISE**

~ Profit Centre Operations ~ Strategy Planning ~ Sales Budgeting & Forecasting

~ Sales & Marketing ~ Business Development ~ Strategic Business Alliances

~ Distribution Management ~ Product Promotion ~ Territory Management

~ Channel Management ~ Key Account Management ~ New Product/Division Launches

# **ORGANISATIONAL EXPERIENCE**

**AUG, 16 – till Present Sales & marketing Manager KSA**

**DHaey ALKHobar Paper tissue**

**Key Deliverables:**

* Heading sales and marketing activities
* Formulating and implementing sales & marketing plans.
* Formulated and implemented strategies to expand the customer base in the marketing area and contributed to the development of training programs sales team

**Major Attainments:**

* Key account plane for the first time
* Develop new products
* Sales increase 450%

**Oct,14 – JUL 2016 National Sales & Marketing Manager Egypt Branch**

**NAHLA Gum**

**Key Deliverables:**

* Heading sales and marketing activities within Egypt Market.
* Formulating and implementing sales & marketing plans.
* Formulated and implemented strategies to expand the customer base in the marketing area and contributed to the development of training programs sales team

**Major Attainments:**

* Merit of having increased sales by 200%,
* Meticulously re-instruct the sales force.
* Increase Retail distribution 300%

**Aug’10 – May 14 National Sales & Marketing Manager**

**AlAbbas Group, Paper Tissue Dammam – Saudia Arabia**

**Key Deliverables:**

* Heading sales and marketing activities within Saudi Market.
* Formulating and implementing sales & marketing plans.
* Formulated and implemented strategies to expand the customer base in the marketing area and contributed to the development of training programs sales team

**Major Attainments:**

* Merit of having increased sales by 152%, salesmen productivity by 248%
* Meticulously re-instruct the sales force.
* Yearly BDA with the mega customers
* Increase Retail distribution from 5 % to 40% Market share
* Mega promotions Whole sale / Retail/key accounts /sales force
* Market Scanning
* Increase no of prospective customers by 484 % From 248 outlets to 1215 outlets

**Feb’07 – Aug’10 National Sales & Marketing Manager (Bom Bom – Bcola-Helsburg)**

**Al Kabealy Company M.S Beverages - Cairo -Egypt**

**Key Deliverables:**

* Headed all sales activities in Egyptian market and ensured achievement of maximum profitability and growth in line with company vision.
* Formulated and implemented strategies to expand the customer base in the marketing area and contributed to the development of training programs sales team
* Finalised monthly sales target for the team and monitored the sales team to ensure that sales, distribution and collection objectives are achieved.
* Conducted one-on-one review with all sales executives to build effective communications, understand training and development needs and provided insight for improving Account Executive’s Sales’ performance.
* Provided timely, accurate, competitive pricing on all completed prospect applications submitted for pricing and approval, while striving to maintain maximum profit margin.
* Assisted key account in preparation of proposals and presentations.
* Ensured adherence to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team.
* Mapped prospective customers and developed creative selling strategies.

**Major Attainments:**

* Successfully increased sales by up to 250%.
* Added key account promotions with Carrefour – Hyper One –Metro-Kher Zaman.
* Efficiently developed new sales and marketing teams.
* Attended Cairo Exhibition.

**Nov’03 – Aug’06 Key Account Manager (Red Bull)**

**AL Qrishi, Riyadh –Saudia Arabia**

**Key Deliverables:**

* Headed a team of 3 Supervisors, 12 Salesmen and Merchandiser.
* Managed all the key accounts at Riyadh Relations.
* Finalised all Business Development Agreements.

**Major Attainments:**

* Distinction of having covered market by up to 98% and increased sales by 200%.

**Apr’00 – Nov’03 Helwan Branch Manager (Lion chips)**

**Leadr Foods (Lion Chips), Cairo-Helwan - Egypt**

**Key Deliverables:**

* Steered a team of 38 persons, 3 sales supervisor,12 salesmen as well Accounts & Store team.
* Monitored day to day operations to insure proper sales distributions stock.

**Major Attainments:**

* Successfully increased sales by 300%
* Represents the company at Cairo Exhibition.

**Feb’99 – Jan’00 Regional Sales Manager (Marc Chocolate)**

**F.M.C.G Company-Delta & Canal, (Egypt)**

**Key Deliverables:**

* Led a team of 4 sub-distributors.
* Handled day to day operations to insure proper sales distributions stock, increased market share.

**Major Attainments:**

* Meticulously increased sales from 300,000 to 1,000,000 per month.

**Mar’96 – Jan’98 Western Region Sales & Marketing Manger (Energizer)**

**Eveready Battries Ltd., Jeddah, Saudi Arabia**

**Key Deliverables:**

* Spearheaded all sales & marketing activities in Saudi Western & other West Regions.
* Led a Saudi Sales Team of 3 Supervisors & 20 Salesmen managing store promotion, distribution, space rental, displays & promotion.

**Major Attainments:**

* Successfully handled 98% of all key accounts exclusive 3 years in advance
* Efficiently handled mega displays for all key accounts.
* Merit of having increased sales by up to 150% and sales of key accounts by 300%.

**Commenced career with Jeddah Sheraton Hotel, Hamraa, Jeddah, Saudi Arabia as Guest Service Agent. (Oct’90 – Oct’95)**

# **TRAININGS ATTENDED**

* Win & Win Negotiation Skills
* Train the Trainer
* Market Research
* Sales Skills
* Sales & Marketing Plans
* Market Scanning
* Communicating with Power
* Problem Solving Through Productive Thinking
* Stress Management
* Motivation Methods and Strategies Leading for Commitment
* Managing Change

# **EDUCATIONAL QUALIFICATION**

**LLB Tanta University 1987**

# **PERSONAL MINUTIAE**

**Address : Egypt - Cairo**

**Marital Status :** Married

**Nationality :** Egypt

**Linguistic Abilities   : Arabic/ English**

**Driving License : Egypt/ Saudia Arabia**