



Fares D. Zaineh

Nationality: Jordanian
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Acquiring an experience of 15 years in variable fields spent most of it in the FMCG field, proving myself in each position I occupied within my career adventure supported with the knowledge and experience of multinational organisation.

Work experience:



Nestlé Waters SA.

Small Bottles Sales Manager – Eastern Region KSA

1/3/2015 – Present

Setting in consultation with the National Small Bottles Sales Manager the department Targets (Financially, Volume, Market Share & ND/ WD).

Setting department internal KPIs, and objectives.

Analysing Sales Performance against targets for each channel (Volume, Value and P&L).

Setting Department Strategies complied with company general strategy, to grasp higher profitable growth within channels: Retail Channels, HORECA Channels.

Generated a new channel in Eastern Region Operation, **Catering Companies Sales Channel** currently weights 25% from the department litre sales.

Handling Key Strategic Clients relationship to assure maintaining an excellent relationship with them which reflects on a healthy profitable relation.

Budgeting and controlling department marketing spend from TTS & PFME.

Tailoring department compensation and benefits scheme.

Route to Market to increase ND, WD and utilizing the available assets to get higher impact.

Sales Team building capabilities by setting department training map in coordination with HR Department.

Setting KPIs for CSI.

2021 Achievements:

Led the Retail ND/WD project in Eastern Region 2021, which has reflected positively by increasing our ND 8% and WD by 3%.

A growth of 4% in 2021 volume sales compared to 2020 sales.

2021 OG target been Achieved.



Nestle Waters SA.

Retail Department Head – Eastern Region KSA

29/11/2010 – 28/2/2015

Setting Retail Department target in consultation with Small Bottles Sales Manger.

Increase Numerical Distribution and market share.

Leading Retail Sales Team achieving their targets.

Leading the Modern Trade& Retail Key customers contract renewals or generating new contract negotiations.

Analysing retail channel major customers' sales performance vs. Value, Volume& P&L targets per customer.

Route to market.

Al Rayah Events& Conferences Services (Jordan)

Governmental& NGOs Sector Sales Manager

13/5/2008 – 1/11/2010

Al Rayah Events& Conferences Services

Account Sales Supervisor

29/4/2007 – 12/5/2008



Al Nisr Al Arabi Insurance Co. (Jordan)

Life Insurance Sales Executive

1 / 7 / 2006 – 26 / 4 / 2007

Education:

MBA leadership Student – University of Lincoln – England

8 / 3 / 2021 – present

Bachelor Degree in Marketing - Applied Science University - Jordan

2/10/ 2001 – 14/6/ 2006

General Secondary Certificate – Bishops School – Jordan 2001

Workshops and Courses

Leading People Training – Nestle I learn online training 2 / 3 / 2022.

Negotiation Skills webinar – Harvard Business School 7/2/2022.

CCSD Training – ZAOA Nestle Waters – 10 – 12 / 5 / 2019.

ICP Training – ZAOA Nestle Waters 2 - 5 / 2 / 2019

WET international program training – ZAOA Nestle Waters 12/2/2018

ZAOA- NW- SHE Workshop – Nestle Waters Egypt June 2015

Languages

Arabic – Native Language.

English – Excellent

Interests

Reading.