


Mohamed Dahlan

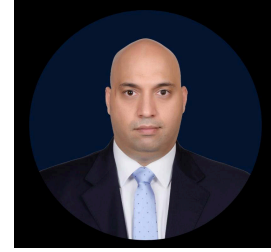
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Summary

Sales and Marketing Senior level management for over 20 Years. With Focus sectors: Building Material, Steel and mining , Gypsum, FMCG, Polymers, Plastic, Polyester Fibre , Foam, Bottled Water, Paper Products, And Information Technology.

Experience

الراجحي صناعات VP Sales & Marketing (Group of Companies)

AlRajhiIndustrial Al Rajhi Industrial Group

Feb 2020 - Feb 2022 (2 year)

Main domain of businesses:

1. Rajhi Plastic Factory.
2. Rajhi Foam Factory.
3. National Polyester Fiber Company.
4. Rajhi Trading and Industry (wood)
5. Gulf Paper Company for Jumbo Roll and converting.
6. Afnan Water Company.
7. Sandwich Panels Factory.
8. Interlocks and Tiles.
9. Block Factory.

Marketing Manager Aug 2014 - Sep 2019

Rajhi Steel

Sep 2018 - Sep 2019 (1 year 1 month)

Marketing and Strategy planning and execution for all Rajhi Steel Subsidiaries :

Rajhi Steel, Saudi Bena, Alyamama Gypsum, and Watani Gypsum.

Marketing Manager

Watani Gypsum Company (a subsidiary of Rajhi Steel)

Sep 2018 - Sep 2019 (1 year 1 month)

Marketing Manager

Saudi Bena Company (a subsidiary of Rajhi Steel)

Sep 2018 - Sep 2019 (1 year 1 month)

Sales Manager

Rajhi Steel

Aug 2014 - Sep 2018 (4 years 2 months)

1. Retail Sales
 2. Project Sales
 3. Semi Wholesale.
- Rajhi Steel / Saudi Bena Co.





Country Manager (GM)

Integrated Strategy for HR and IT Solutions

Mar 2012 - Aug 2014 (2 years 6 months)

Company is specialized Distribution and Implementation of HRMS leading solutions.



Sales Manager - Regional / Marketing Manager

Masdar Technical Supplies مصدر للتجهيزات الفنية

Jul 2006 - Jan 2012 (5 years 7 months)

A leading company in supplying Hardware and construction material (Fasteners and Fixings material to GCC) projects and into Retail operation;

Work Outline:

Mentor the sales team and assist them to build sales and achieve sales goals.

Play key role in enhancing the corporate image, engage in senior-level communications and relationship skills with partners, customers, analysts and industry organizations.

Establish effective organizational guidelines and procedures for media communication and identity management.

Plan and implement strategic pricing according to market needs considering all factors like product cost, completions, and customer's perception.

Drive lead generation activities and brand implementation programs by conducting market and pricing studies.

Proactively develop professional business relationships with key customers.

Formulate effective operations for processing customer's enquiries and orders.

Follow-up on ongoing and future construction projects and distribute it to right team to capture orders at the right stage of the project.

Optimize quality of service, revenue growth, and customer satisfaction.



Product Manager/Sales and Marketing Manager

Abdullah Shamsan Industrial Group Co Ltd

Oct 2002 - May 2006 (3 years 8 months)

Work Outline:

Responsible for the development and performance of all sales& direct marketing activities.

Oversaw product development activities, in-market sales planning like promotions, pricing, and annual sales budget.

Responsible for brand strategy and for marketing and communication activity like media buy, and corporate identity.

Drove and promoted a climate of team success through strong recruitment, training, journey cycles, evaluation, and appraisals.

Prepared strategy for marketing communication campaign.

Led high level negotiations to secure various new clients and contracts.

Education



Husson University

Masters Science of Business (M.S.B) , Business/Commerce, General
2001 - 2002



Jami'at Al-Ulum Al-Tatbiqiya

Bachelor of Science, Audiology
1995 - 1999

Strategy • Marketing • Lead Generation • Marketing Communications • Direct Marketing • Product Development • Sales • Sales Management • Negotiation • Budgets