

Ahmed Talaat Galil – Chief Sales officer (FMCG: Fast Moving Consumer Goods)

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Industry Outline: Cooperative Association for poultry Producers-Eastern Region (Al-Oula Poultry) Golden Chicken Company, Al-Murabaa Investments (KARAM Poultry),AL-Watania Poultry Co, Holw El-Sham Co. for power & Light Foods Industries, International Dairy & Juice (jomana)
Experience Outline: Sales & Marketing Director, National sales Manager, Key Accounts sales Manager, Regional Sales Manager, Key Accounts Senior Sales Supervisor.

A top notch Sales professional with an extensive international career spanning more than 19years in retail sector; contributing to the organizational growth through strong knowledge and skills in inventory management, supply chain management, merchandizing, space management, brand management, commodity markets, promotions, sales management and MIS along with strong analytical and leadership skills; an qualified cost accountant seeking a higher level managerial position with FMCG/ OPSS

International Career Profile

Cooperative Association for poultry Producers-East-Region (Chief Sales officer OCT2020 onwards)

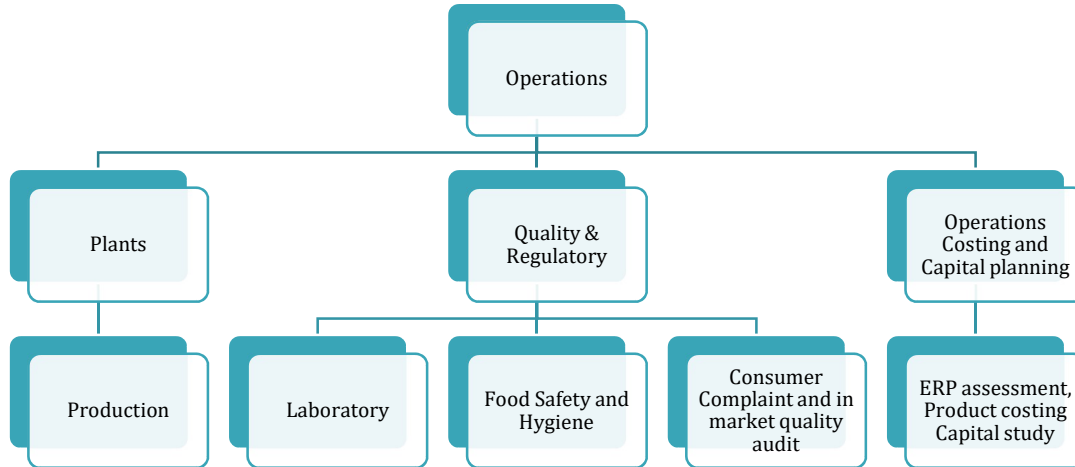
The mandate given to me as significantly raise the image and awareness of Al-Oula Poultry Brand, become channel and service focused business, and build a sustainable & profitable business with multiple categories/sales channels (Business development strategy- Operation plan- Quality improvement- Budgeting – Forecasting and margin improvement). Attracting and retaining qualified staff to fill certain vacancies.

Job Responsibilities:

- REAL Founder for (Al-Oula Poultry) in Saudi Market from day Zero.
- Development of the plan of action and administrative arrangements on its implementation.
- Setting the annual sales strategy.
- Launching new brand, Logo and its packaging designs.
- Draw lines for the numbers of farms needs and capacity according to the slaughter and sales plan.
- Overseeing daily business operations.
- Developing and implementing growth strategies.
- Training low-level managers and staff.
- Creating and managing budgets.
- Improving revenue.
- Hiring employees.
- Evaluating performance and productivity.
- Analyzing accounting and financial data.
- Researching and identifying growth opportunities.
- Generating reports and giving presentations.
- Promotional Plan for short & long term.
- Business development and national business acquisition.
- Build & enhance the export sales.
- Daily follow up for the sales force, results as well.
- B2B contracting, business development.
- KA. Rental & Rebate and all additional contracting issues.
- Merchandising audit scores within acceptable limits.
- Best use of all space held, through proper use of planograms.
- Maintain relationship, service & thereby build Company Image.
- Proper coordination entirely.
- P & L, pricing, collection, revenue.

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KPI's

Volume Tons
 Productivity Kg
 Line
 Efficiency%
 Waste%
 Forecast fulfillment%
 Direct Cost \$/kg
 Quality Control
 Incidents and plant Safety

Zero Micro
 Recall Mock up
 Tests Analysis
 Quality Assurance
 ISO Accreditation
 Food Safety Audits
 Pest Control
 GMP's
 Competitive Analysis

NPD's
 Product Cost
 Cost Analysis
 ERP Process
 Capital Planning
 Budget
 Design Criteria
 Lines Downtime Analysis
 Project Execution

Golden Chicken Company (Key Account Sales Manager from OCT 2017 To OCT 2020) **Job Responsibilities:**

We define Modern Trade sales as Healthy Sales since it monitors the consumer decisions and how the brand acts on shelf and to be a winner: A unique brand positioning that will stand out of the clutter, High level of service, Availability with the right mix, Involved Technology solutions, Consistency of sell out prices, Balanced and selected promotions

Building the brand in SAUDI market for my company (KA chain) in professional way With 8% market share (achieved) in the first year in the Poultry category & launching the new brand

- To effectively lead, control and manage all the Key account pig chain KSA.
- KSA coverage, distribution and visibility objectives,
- Effective relationship and management of all channels key customers (75 % of the time in the field).
- Development of business plans for the key customers in the region and ensure that all these plans are Effectively executed, contracted and list all fresh& frozen items (Carrefour, Panda, Lulu, Al-Othaim,.....)
- Accountable to ensure that debt collection is made on the time and in line with company payment terms
- Responsible for preparation of promotional strategies for the purpose of increasing the brand awareness
- Reporting the activities to the top management for timely decision making

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Al-Murabaa Investments Company-KARAM Poultry (National Sales Manager- SEP 2015 To SEP 2017)

Job Responsibilities:

- Building the brand in SAUDI market for my company (all sales channels) in professional way In the first year in the Poultry category & launching Company brands in the market.
- To effectively lead, control and manage all the channel KSA.
- KSA coverage, distribution, building the MODERN TRADA – KSA with professional structure.
- Effective relationship and management of all channels key customers (60 % of the time in the field).
- Accountable and responsible for the achievement of the channels sales volume by category.
- Development of business plans for the key customers in the regions and ensure that effectively executed.
- Accountable to ensure that debt collection are made on the time and in line with company payment terms
- Responsible for preparation of promotional strategies for the purpose of increasing the brand awareness
- Reporting the activities to the top management for timely decision making
- Participate and contribute toward the achievement of targeted customer
- Effectively position [Company]'s products and services
- Effectively move prospects through the sales cycle
- Prepare and deliver periodic account reviews
- Properly prepare for and execute sales calls within targeted accounts
- Identify, escalate and solve (if possible) account related issues and problems promptly

Al-Watania Poultry co (Regional key Accounts Sales in charge April 2005 to July 2015)

Job Responsibilities:

- Managing a dedicated team (sales& merchandising) for 10years through implementation of proper management techniques, Achieve all the goals for my brand (availability & visibility & targets).
- Responsible for proper and timely supply of merchandises to various hyper markets and super markets.
- Responsible for inventory planning; ensuring the maintenance of optimum level of merchandises for Timely supply to clients and optimizing investment therein.
- Developing merchandising plan for proper and timely procurement of merchandises as per the price level.
- Handling the responsibilities relating to proper storage of merchandisers by proper management of space.
- Responsible for preparation of promotional strategies for the purpose of increasing the brand awareness.
- Reporting the activities to the top management for timely decision making.
- negotiation with the key accounts for all the subjects related to the business development.

Holw El-Sham Co. for power & Light Foods Industries (KASales Manager 2002 – 2005)

- Significant growth by closing the first year2002 at Egypt KA market (Metro, Carrefour, Rajab sons.....)

International Dairy & Juice (Jomana) (Key Accounts ,Sales Supervisor 2000 – 2002)

- Successful launching for the item (Fresh juice) at Egypt KA market (Metro, Carrefour, Rajab sons.....).

SKILLS BY TRAINING:

• Strategic marketing management (2013)			
• TQM between theory and practice	2011	• Advanced Negotiation Skills	2009
• Advanced negotiation skills	2011	• Negotiation skills and interviewing sales	2007
• Key Accounts Management	2011	• High Efficiency Selling	2006
• Maximize blend Marketing	2010	• Development Sales skills High effectiveness	2005

Education:

- BBSA| 2001|Berlitz Language Center| Major: Basic Business Skills Acquisition | Minor: Marketing Management.
- BBSA | 1996 – 2000 | High Institute for Agricultural Sciences| Major: Bachelor of agricultural economic Science| Good.

Date of birth: 13/10/1976