**Mahmoud A. Elbahloul**

Date of Birth: 21 Nov. 1970 § Languages Known: English and Arabic

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***- CORE STRENGTHS -***

*Organizational culture management § Strategic planning §Profit Centre Operations § Sales & Marketing Management § Team Management § ERM( Enterprise risk management) & Business Development Management*

* An inspirational, visionary leader and out of box thinker with outstanding communication, networking and team building abilities; possesses strong business acumen & entrepreneurial flair, good IT skills and continually seeks to upgrade team / personal skills and keep pace with technology.
* A customer focused and profit driven professional and an executive board member in blue chip diversified group of companies for the last 12 years with **over 24 years**’ experience in planning / implementing strategies, leading business development initiatives and administering operations involving large cross functional teams catering to markets across MEA. I'm certified in Integrated Planning & Budgeting and Balanced Score Card by Allan Fell. Certified from IIA trainer on *ERM( Enterprise risk management)*

**PROFESSIONAL EXPERIENCE**

**Tabuk agri. development Co. , Tabuk, KSA**

**GM (Apr. 2017 to Aug. 2020)**

*Part of Tabuk agriculture development co. (TADCO) Which is Recognized as one the leading Agriculture companies in the Kingdom with 22% control over the market and project over 35,000 hectares . The company has 1415 employees that operate 17 branches across the GCC , a highly dedicated sales force covering Retail, hotels, catering companies and over 87,000 m² of warehouse space for greater coverage.*

Reporting directly to the corporate CEO complete P/L responsibility and a member of the group board I’m handling products production (Aquaponic leafy greens & fruits& Grains & Forage & sheep), processing (5 processing plants), Supply chain and sales, marketing leading a team of R&D department head ( Agronomy + TQM), Sales & Marketing Manager, Supply chain Manager, Industrial operations Manger, HR Manager &, Strategy office manager and one FM .

Responsible for profit center operations including production, Trading, sales & marketing, business development, credit management, day to day administration and analyzing / planning / implementing business strategy in alignment with overall corporate objectives.

**Achievements**

* **Introduced Aquaponics condensed planting**
* **Decreased time down by 19%**
* **Increased Brand Equity By 7%**
* **Increased asset utilization by 16%**
* **Established the e- Marketing section that enhanced the corporate and products image**
* **Introduced soft commodities trading with net profit by 4,800,000 SR**

**Alkhirat group**

***CEO (Oct.2013 to Apr.2017)***

*Recognized as one the leading group of companies in the Egypt & Saudi Arabia The group has 893 employees that operate a processing factories, retail chain, cold stores and dry warehouses, a highly dedicated multicultural team.*

 *structured in 4 business units dealing in FMCG , Agriculture products , cosmetics and house hold appliances retail.*

Reporting directly to the board of directors and heading the executive board .

I'm leading the development of the business unites strategy.

Ensure effective and profitable management of the various business units.

To ensure effective internal controls, management information systems and audits are in place.

To assess the principal risks of the group and ensure that these risks are being monitored and managed.

To ensure that the Group has appropriate systems to enable it to conduct its activities both lawfully and ethically.

**Achievements**

* **Introduced the agriculture products (Aquaponics) business unit contributes now in 47% of the group profit**
* **Established chicken farms producing 25000 birds a day**
* **Increased profit from FMCG business unit by 21% .**
* **Opened 5 new superstores in major cities.**
* **Decreased operational cost by 8%**

**Tabuk agriculture development co. , Tabuk, KSA**

**Chief sales & marketing officer (Jul 2008 to Oct. 2013)**

*Recognized as one the leading Agriculture companies in the Kingdom with 22% control over the market and project over 35,000 hectares . The company has 1415 employees that operate 17 branches across the GCC , a highly dedicated sales force covering Retail, hotels, catering companies and over 87,000 m² of warehouse space for greater coverage.*

Reporting directly to the CEO and a member of the company executive board I’m handling products processing, sales, marketing and logistics for 5 business units leading a team of one general sales manager one general marketing manager 8 product managers 5 regional Managers one R&D department head ,one logistics manager and one sales accounts manager.

Responsible for profit center operations including sales & marketing, business development, credit management, day to day administration and analyzing / planning / implementing business strategy in alignment with overall corporate objectives.

**Achievements**

* **My team are the major player in  turning around two business units from 15 years continuous loss to each year profit.**
* **Increased the corporate IVA to 7.2%**
* **Increased profit from fruits business unit by 55% .**
* **Increased brand awareness by 23% for FMCG products.**
* **Increased turn over from vegetables by 35% and profit from it by 24%.**
* **Decreased marketing expenses by 12%.**

**Tanmiah FOODS group LTD. (DABBAGH GROUP), RIYADH, KSA**

**Regional Sales & business Development Manager (Oct 2006 to Jul 2008)**

*TANMIAH Food Group (TFG) by Al Dabbagh Group Holding Co. has over 625 employees and manufactures / distributes over 200 fresh and frozen food products. ‘Supreme’ is ISO 9001: 2000 & HACCAP certified and has annual revenues of USD 120 million (current).*

**Key Highlights**

* Responsible for sustaining existing business, developing new opportunities, maximizing profitability and leading 3 Channel Managers (9 supervisors, 35 salesmen, 12 merchandisers) and a Logistic Manager (3 supervisors, 25 delivery drivers).
* Formulated annual / monthly sales and marketing plans and supervised their achievement.
* Identified growth opportunities, cost saving measures to maximize profit.
* Evaluated employee’s performance, through regular visits to customers in assigned areas.
* Recruited and developed sales & marketing teams / agents (for specified areas).

**Achievements**

* **Increased sales by 29% in two years which took the sales from 73,000,000 SR to 94,170,000 SR which increased profit by 13%**
* **Increased numeric distribution and by 24% in two years.**
* **Increased brand awareness by 11% through POS materials and low cost marketing activities BTL .**

**ABULJADAYEL BEVERAGES, JEDDAH, KSA**

**Northern Area Manager (Oct 2002 to Sep 2006)**

*The market leader in energy drinks and juices including the highly successful ‘Bison’, ‘Caesar’ and ‘Cade’ brands*

Handled entire operations across the Northern Region which included three major cities and directed, trained and motivated 3 Supervisors, 3 Accountants, 3 Storekeepers and around 40 salesmen, drivers and helpers to achieve enhanced effectiveness and profitability.

* **Achievements**
* **increasing range of products sales from 1.3 to 4 which increased sales by 116% and profit by 97% for the area**
* **participated in increasing Bison Brand market share from 6% to 63%**
* **opened 2 new branches which increased numeric distribution by 18%**

**(Hammed , Mohammed and Ibrahim Albabtain group), RIYADH, KSA**

**Branch Manager (Feb 2001 to Oct 2002)**

**Sales Supervisor (May 1998 to Feb 2001)**

*house hold appliances and air-conditioning Maytag`, Admiral, Amana, speed queen, speed cool and home queen*

*The* **Hammed , Mohammed and Ibrahim Albabtain group** *is one of the Middle East's leading business corporations with over than 20 autonomous companies operating in diversified businesses in 6 countries has over 6250 employees and is No. 56 as the biggest companies in GCC. ‘their products is ISO 9001: 2000 & HACCAP certified and has annual revenues of USD 2.2 billion (current).*

**Key Highlights**

* Responsible for sustaining existing business, developing new opportunities, maximizing profitability and leading 4 supervisors, 15 salesmen, 3 maintenance supervisors and 5 delivery drivers.
* Formulated annual / monthly sales and marketing plans and supervised their achievement.
* Directed and motivated employees to improve their productivity; provided theoretical / practical training.
* Evaluated employee’s performance, through regular visits to customers in assigned areas.
* Recruited and developed sales & marketing teams / agents (for specified areas).

**PREVIOUS EXPERIENCE**

|  |  |  |  |
| --- | --- | --- | --- |
| **Company** | **Location** | **Designation** | **Period** |
| Al – Swilam co. for house hold appliances  | Riyadh, KSA | Sales Rep. | Sep 1994 to May 1998 |

**QUALIFICATIONS**

* **B.Sc. (Chemistry)** from Zagazig University, Egypt in 1992

**Trainings**

* Balanced score card by Allan fell in Tabuk agriculture company 2011-2012 training course and application under his supervision
* Integrated Planning & Budgeting’ Allan fell July 2012 training course
* ‘Principals of Marketing’ (Study of the book by Philip Kutler and Gary Armstrong) through the McKinsey Quarterly (Web Site) in Jun 2006.
* ‘Strategic Learning for Performance Management’ (Leadership Process to Create / Implement Breakthrough Strategies) from Columbia Business School (Web Course) in Apr 2004.
* ‘Marketing and Management’ conducted by Tetra Pak, Jeddah, Saudi Arabia in Jan 2004.
* ‘FMCG Sales and Marketing planning’ held by Abuljadayel Co., Saudi Arabia in Feb 2003.
* ‘Sales Planning’ conducted by Al - Babtain Co., Saudi Arabia in Aug 1999.
* ‘Management’ held at the Al - Babtain Head Office, Saudi Arabia in May 1998.