

**Yasser Salama Al Qutamy -MBA**

**Regional Sales Manager** Al Majdouie Group

Industrial Sector, FMCG Section Aryaf Bakeries, KSA

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Dear HR Manager  
A high-performing management team is an essential part of your company’s continued growth and success. When adding to your team, you need professionals whose experience and record prove they will be successful.  
I believe you will agree that my qualifications, highlighted in the enclosed resume, amply demonstrate that I have the drive, track record of results and management experience that can contribute to your company’s growth.  
  
Specifically, I would bring to your company:

* Strong belief in company loyalty and professional integrity support a superior work ethic
* Logical thinking and ability to determine overall picture aid in making decisions and solving problems
* A strong leadership model and positive attitude motivate others to higher levels of performance
* Ability to effectively delegate and monitor the market and targets simultaneously increases efficiency.
* Readiness to accept change and embrace new ideas illustrates flexibility.
* Friendly, personable, yet professional demeanor, enhances peer, employee, and customer relations
* Eighteen years of progressive sales background
* Multi task personality which experienced in all sales process starting on Market researches databases, and surveys analysis to buildup sales forecast and tailor strategic sales plan with successful daily, weekly, monthly, and quarterly bases reporting strategy to insure KPIs achievement and monitor the sales processes to guarantee high impact on sales records
* Strong multi-personal skills which impact directly the sales operation’s processes

Throughout my career, my strategy was focused to gain both(products and services) sales experience as tailoring, building up sales forecast, defining target for salesmen is totally different on both levels, for products or for service and guide, control, and drive all factors, elements to comes at the end with profits on the organization I’m working for.

Note: Master Degree From NIXON University, O.T/ G P A = 3.18.

Link : [www.nixonuniversity.com/](http://www.nixonuniversity.com/) verification.

Graduate ID: RV44053.  
  
  
  
Sincerely,

Respectfully yours,  
Yasser Salama **,**

[**yasseraasser@gmail.com**](mailto:yasseraasser@gmail.com)

**00966595552448**

**Career Objective:**

Pursue a challenging career in a reputable organization applying international standards where my experience and potential can be capitalized on

**Education**

* Master Degree From NIXON University, O.T/ G P A = 3.18.

Link : [www.nixonuniversity.com/](http://www.nixonuniversity.com/) verification.

* Graduate ID: RV44053.  
    
  B.A in Science –Law- May 1995 Ein shams University.

**Languages:**

Arabic: Mother Tongue

English: Fluent

French: Basic

**Self-Education:**

Courses & Diplomas:

* Strategic Business Planning (From Shift)
* How to build a strategic Marketing Plan (From Training Logistic Institute-Middle East)
* Developing creativity & innovation at work (From GLOMACS)
* Advanced courses in the power of new media (From Digital Marketing Institute)
* Development Financial Resources (From Noble Comprehensive & Training Center)
* Negotiation Skills
* Better Communication & Human Relations
* Introduction and Fundamentals of Public Relation
* Basic Management Skills /Advanced Management Skills
* Time Management
* How to work under stress
* Decision Making
* Customers Business Development college 1 & 2
* Communication skills
* Improving your Personal leadership
* Supervisor skills
* Team Effectiveness
* Effective Meetings
* Professional Selling Concepts

Workshops Attended:

* Team Building & Leadership Workshop
* Stress Management Workshop
* High Impact Presentations Workshop
* Technical Report Writing Workshop
* How to be Creative on the Job Workshop

**Professional Skills**

* Computer’s skills: Window, Excel, Power Point and MS Project
* Presentation Skills
* Negotiation Skills
* Strong interpersonal skills
* Excellent communication skills
* Creative thinking skills
* Team spirit strong believer
* Good project management skills with strong co-ordination/collaborative capability
* Self-motivation driven
* Open minded and willing to learn
* Proactive and initiative
* Strategic Planning
* Budgeting and forecasting skills

**Employment History**

**Al Majdouie Group, Industrial Sector, KSA, Bahrain, Qatar, Kuwait ASAP.**

**Catering - HORECA- Super Markets- Hajj & Ummrah Business**

June 2010: till Now Regional Sales Manager

**Tasks & Responsibilities**

* Develop new business relationships, and ensure business growth.
* Enhances Almajdouie Manufacturing reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
* Closes new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with K. Account Customers.
* Protects organization's value by keeping information confidential.
* Locates or proposes potential business deals by contacting potential partners; discovering and exploring opportunities.
* Screens potential business deals by analyzing market strategies, deal requirements, potential, and financials; evaluating options; resolving internal priorities; recommending equity investments.
* Targeting New Clients And Make a combined efforts with Sales Team to drive them towards the Company’s new Products.
* Work for Increase the Sales Opportunities that will Maximize revenues for the entire the Company.
* Analyses and Plans Innovative Strategies of seeling.
* Determines Sales Targets and ensures they are successfully achieved by the Sales Team, by Current & potential Capex & Opex.
* Discuss , Suggest and consults with other Managers on latest Business Trends with a view to introduce innovative New Products & New Sizes and Packaging.
* Work by 80/20 Concept.
* Managing the Traditional Trade Channel nationwide
* Review & analysis sales force achievements to ensure company objectives are being achieved
* Develop and maintain business relations with all customers of the company.
* Seeks out and targeting new customers and new sales opportunities, initiative action plan to approach and secure new business for the Company
* Increase year on year annual target invoiced revenues
* Introduce company to potential clients through direct communications via diversified channels
* Create and develop all clients’ proposals, contracts and any further documentation, following the company’s guidelines
* Respond to tenders and requests for information in a timely manner
* Interact effectively with other departments including the account management and technical team when handing over campaigns ensuring full and correct brief in all aspects of the sale
* Keep abreast of issues affecting the company’s and collecting competitor intelligence information
* Ensure company’s pro-activity and response to prospective clients

**Portfolio / Achievements**

* Sales target has been tripled by the end of the first year same as annual profits
* Vertical National sales expansion has been established in Jeddah Branch, RYD Branch.
* Vertical International sales expansion has been established to Bahrain & Qatar, going to Kuwait.
* Build the bench strength of the Sales reps to ensure continuous flow of talent upwards through the organization

**Lactalis International Egypt- (President, Teama, Lacteal, and Nestle Fresh**

Nov.2008 till June/2010 Regional Sales Manager Egypt

**Tasks & Responsibilities**

* Tailor strategic plans for company’s products sections (fresh, dry) to achieve the company’s goals and reach its vision
* Buildup vertical expansion on geographic bases, to insure all areas coverage, sustained by strategic distribution network
* To build, establish and develop the sales operation for the 90 GM`S (KPI`S + Forecast + Growth + Plan For long & short term) to meet with multinational Standards
* Build Wholesale Basic in Delta, North Egypt
* Manage and lead up 25 persons( Sales Supervisors, sales reps.)
* Report to update GM on Daily, weekly, monthly and quarterly bases

**Portfolio / Achievements**

* Sales target has been achieved and above from 1million 200 thousand to be 7 million 500 thousand by the end of the second year which had its impact on annual profits
* Horizontal national sales expansion has been built on a new creative idea which is in brief, “the trucks worked 20 hours /day on two shifts bases (10 hours/shift) in sated of one shift /day as this idea gave the company the maximum utilization for its assets which maximize the revenues and had its great impact on the annual profits

**FMCG Qatar Company**

March.2007 till Nov.2008 Regional Sales Manager Qatar

**Tasks & Responsibilities**

1) Sales & Receivables:  
a) Target Planning.  
b) Target Collection & DSO (Days Sales Outstanding)  
c) Aging Profile.  
d) Reconciliation.  
  
2) Execution:  
a) Contract Agreement & Implementation.  
b) Activity Implementation.  
c) Market Visit.  
d) QBR (Quarter Business Review).  
e) Freshness Control.  
  
3) Support Functions:  
a) Finance.  
b) Operations.  
c) Sales Capability.  
d) Human Resources.  
  
4) Team Management:  
a) Coaching, Training & Development.  
b) Work Environment.  
c) PDR (Performance Development Review) for his team.  
d) Team Building

**DANONE**

Sep.2003 till March.2007 Unit Sales Manager Egypt

**Tasks and Responsibilities:**

Be in charge of sales operations in “Cairo Greater scanning Pro-track Project” and my duties were as follow:

* Make up scanning 75% From Cairo Greater & Managing the Pro-Track Project
* Make up routes, frequency, and re-routing
* Participate with my experience in training programs for Sales Operations team (college 1)
* Main key player in management team for launching DANONE in the Egyptian market
* Practical Implementation of collage 1 for sales team (Perfect Call Steps, Handling Objections, Sales persuasive, Negotiation Skills)
* The use of sales fundamentals practical implementation to achieve supreme excellence in sales field
* Reporting strategy to keep the top management updated
* Responsible of covers top customers to guarantee achieving best results
* Train, coach, monitor, and motivate the merchandisers on a daily basis to ensure getting maximum productivity.
* Training and managing team
* Builds the sales fundamentals, Strategies and priorities for all trade channels
* Share My District Manager to make up loyalty, motivation programs for the team.

**Edita (Degma)**

Feb2000– Sep 03 key-account supervisor Egypt

**Responsibilities and Key Achievements:**

* Lead up 12 Persons (Sales Reps., Drivers, Merchandizers, and Helpers)
* Implementation of the annual sales plan, and maintaining its proper developments
* Deliver the section responsible of, all sales needs and requirements
* Build up efficient sales and distribution department
* Establish detailed routes and territories classified on client and geographic segmentation
* Deliver sales operations strategy field analysis
* Reporting system to monitor the results and keep the top management posted
* Create Cash Team Selling 50 % over sales
* Conduct Competitive Analysis of Market Activities
* Sustain the sales operations fundamentals
* Support the sales team by tailoring development and training programs to insure the strategy goals achievements all over trade channels

**Nestle –Egypt (Dry Goods Division)**

Mar 96 – Feb. 2000 Pre-order sales man Egypt

**Responsibilities and Key Achievements:**

* Managing sales key account customers located in Cairo Greater
* Make up re-routing to achieve excellent Coverage & productivity
* Time management system to achieve maximum results
* Cash collection daily follow up
* Products display monitoring on the shelf and update the sales department

**Americana (Farm Frits)**

Oct 94 – Mar 96 Sales Rep. Egypt

**Responsibilities and Key Achievements:**

* Call prospective practitioners and schedule appointments for the outside sales team
* Prepare and send information packages to prospective buyers
* Generate new leads through web research and networking on the phone
* Create proposals and send to customers
* Record all prospect interactions in the CRM tool
* Report weekly sales activities to direct manager
* Create intelligence reports on competitors and treatable conditions
* Perform administrative duties as needed by the company
* Make up new routes, open new area, increase region ability to 5th times

**Portfolio / Achievements**

* Achieving at least 120% monthly
* Adjust 60 % from retail regions

Thanks and best regards

Yasser Salama

Official Documents are ready by request