

MOHAMED S. ALI

EXECUTIVE MANAGER SALES & OPERATIONS

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📍 Saudi Arabia

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A senior sales and operations executive with an entrepreneurial mindset, offering 20+ years of record-setting revenue growth and business expansion across diverse environments, ventures, and market verticals.

Change agent possessing profound leadership experiences spanning Sales, Marketing, Business Development, Project Management, Finance, and operations.

Have been involved in aggressive growth phases, start-ups, challenging contractions, turnarounds, and business revitalization.

After contributing to the growth of market leaders and global brands, I am exploring a high-impact, challenging and rewarding role in a fast-growing enterprise, leveraging a set of unique experiences for higher achievements.

EXPERIENCE

National Sales & Marketing Manager Injaz Gate, Saudi Arabia / 2020 – UTD

Propelled startup to rapid launch and swift sales revenue generation in less than one year utilizing multiple channels. Managed all facets of business operations including sourcing, distribution, and Marketing

Regional Sales Manager/National Marketing Manager /Sales Manager

Anan Holding Group –Copatra Graphics. /Safwa Co., -Saudi Arabia / 2014 – 2020

A diversified holding group with an unparalleled breadth of business segments, connected services, and products portfolio, comprised of most trusted brands e.g. AGFA™, AVERY™, DTG® backed by decades of field-proven experience enabling customers to achieve (TQP).

Key Responsibilities |Accomplishments:

- Manage all aspects of business with full responsibility for achieving budgeted P&L and meeting all commercial and operational KPIs.
- Conduct research that includes CR analysis, product mix, USPs, market & competitor analysis, economic indicators, to capture sizeable market share, expanding reach and depth.
- Develop and implement comprehensive sales, marketing, TM, and communications strategies, into-action plans that include pricing, incentive, promotion, lead generation, campaigns, events and launches, sales plays, and sales enablement to create products awareness and overall brand awareness.
- Ensure the maximum level of profits, operational output and CSAT while optimizing resource utilization.
- Converted four years of operating losses to notable 3M profits within a 1-Year plan, despite challenging environments and a shoestring budget.
- Delivered 25% average annual growth rate (AAGR) compared to 15% company's AAGR, and 30% earnings return between CY 2015-2019.
- Maximized brands portfolio and market share up to 45% by negotiating and acquiring 5 flagship favorable distribution agreements (ETDs).
- Propelled products high growth up to (80% CAGR) and 40%. Earning return.
- Carrying out and operating of new regional office "Eastern Region", comprising service center, delivery fleet, and a 600 m² store/warehouse. Resulting in huge OPEX savings and a 44% leap in revenues [2018-2019].
- Realized customer base growth of 118% (CAGR) comprises SMEs and Large corporate across all key verticals.
- Developed and implemented a customer loyalty program (Elite & Elite+) that helped to increase CLV and brands engagement, produce 15% extra cross-selling sales annually, and reduced churn below 7% [2017-2019].
- Directed and executed corporate prequalification, registrations, and bids activities.
- Developed and implemented an operational effectiveness strategy and action plans, that has achieved the following outputs within 1-year

DSO	A/R	FTE Sales	
▼ <30-days> 90-day	▼ 90%(SR. 6M to SR 5.4K-active)	▲ 175%	
OPEX "Operational expense"	ITO "inventory turnover"	Delivery	
▼ 47%	▲ 45%	OTD	▲ 90% vs 54%.
		L/T (lead time)	▼ 50%

MOHAMEDS. ALI

Sales Manager

Najteck, Jeddah-Saudi Arabia/2013 – 2014

IT consultancy firm and solutions provider partnering industry-leaders including NEC™, Cisco™ and Symantec™. Responsible for identifying, qualifying and selling new client engagements across all solution portfolio, to target organizations.

Regional Sales Manager

Hoshan Group – Hoshan Co., Jeddah-Saudi Arabia/2000 – 2013

A leading workplace integrated solutions provider active in diverse Lines of business comprise Office-automation, ICT, Printing solutions (IPS), Furniture, and over 75 world class brands such as Konica Minolta™, Sharp™, Epson™, Kodak™, Herman-Miller™.

Key Responsibilities |Accomplishments:

- Build regional strategy and sales plans to achieve annual sales and revenue targets through Large, Enterprise accounts, and distribution pipelines.
- Led the charge of overhaul declining business growth, focusing on implementing the transition strategy, driving the diversification of profit-driven value-added products, ROI, and solutions offering in an aggressive effort to generate new lucrative revenue streams.
- Delivered SR.435 M sales revenue, 28.5% average annual growth rate (AAGR) compared to 20% Company's AAGR, and 35% earnings return between CY 2002-2012.
- Negotiated, closed and handled high value deals, large and complex contractual agreements, averaging 24 projects per year exceeded SR. 120 M between CY [2001 – 2012].
- Coached and facilitated Large and Enterprise accounts sales team, that has effectively built a competitive edge to meet market demands, and achieved increment 150% in B2B orders in 1 year, and SR. 20M profit within 3-years.
- Led slow-moving/surplus inventory liquidation plans that generated SR 38M during CY [2010 –2013].
- Expanded customer's base expansion by 234% (+1000 active account), comprising SME's & Large corporate across key verticals within a 3 years-plan.
- Grew wholesale sales from 1.5 M to 27M, reaching a total of SR. 59 M (162 % CAGR) in a 3-year plan [2010-2012].
- Orchestrated over 300 international/domestic events to evolve branding strategies and lead product direction.

EDUCATION

MBA / MARKETING - Orlando University, USA- 2009

BACHELOR / COMPUTER SCIENCE - Sudan University of Science & Tech., Sudan -1997

TRAINING: *Extensive workshops & training courses in*

Sales Management, Sales methodologies & Techniques e.g. (Opportunity Selling, Spin, Consultative Selling) Strategic Marketing, Customer loyalty, Negotiation, Change Management, Operation, Project Management, QM and more.

COMPETENCIES: *A broad skill-set which demonstrates*

Revenue Generation, Bid Process & Contract Management, Product Management, Customer Acquisition & Retention, Technical Selling, Brand Engagement, CLV, C-Suite Engagement, Consultative Selling, Value Proposition, Project management, Market Research, Customer Loyalty, Negotiation, Planning, Communications & Presentation, Operational Effectiveness, P&L Management, Change Management, MBO, Analytical horsepower, VRM