

Moneeb A. Ashour

Nationality: Jordanian

Jeddah, Saudi Arabia +966.5.456.13.202

Moneeb.Ashour@gmail.com ▪ [LinkedIn](#)

Senior Sales Supervisor and Business Development

12-years' accomplishment in sales, marketing and operation management across diverse industries

Profit-driven and process-oriented Supervisor of operations; expertise in developing top-achieving teams to be future leaders; history of improving processes; and elevating output, quality, customer satisfaction to all-time bests; develop strong relationships with C-level executives, manage sales pipeline, negotiate contracts, and serve as primary point of escalation for account issues. Combine entrepreneurial drive with business-management skills to drive gains in revenue, market share and profit performance. Languages: Arabic (Native Language), English (Fluent)

Highlights of Expertise

- Strategic Business Planning
- Organizational Management
- Partnership Management
- Marketing & Sales
- Contract Development / Negotiations
- Budget Administration
- P & L & Forecasting
- Brand Management
- Professional Development Programs
- Team Building and Leadership

Career Experience

Al-Rashed Group, Saudi Arabia

Provide executive-level leadership developing and executing company plans and managing P&L and delivering top and bottom line targets.

SENIOR SALES SUPERVISOR, KSA (Oct/2016 Up to Present)

Accountable for identifying new growth opportunities and developing marketing strategies to enhance operational efficiency which includes Sales, Services and Marketing Operations; manage growth related partnerships by ensuring Region, Brand and Channel Growth Programs. Clients include: Yaumi - Taste Life.

- ◆ Reduced negative impacts to existing business processes and internal applications to ease business operations and efficiency.
- ◆ Achieved budget reduction spending using tracking tools, resulting in business growth up to 70%.
- ◆ Introduced strategic and tactical new product development with substantial revenue growth.
- ◆ Analyzed and introduced bottom up forecast performance, implementing model adjustments.
- ◆ Delivered effective targeted marketing by launching a channel basket for product brand matched to customer segmentation.
- ◆ Increased revenue by over 3% on the P&L bottom line by employing cost effective measures.
- ◆ Improved customer base by deploying a strategy of Reach, Penetration and Weight of Basket, Retention and Recovery.

continued...

Nestle, Al-Maha Company for General Trading

Developed plans to build-up a weighted distribution for the Modern Trade Portfolio, built and maintained strong relationships with clients including Cozmo, City Star and Sulaimani Bazar.

RETAIL & KEY ACCOUNT MANAGER, IRAQ, ERBIL (Oct/2014 to Apr/2016)

Partnered with business to ensure the accuracy and appropriateness of annual sales budgets in collaboration with principal; contributed to development and execution of sales strategy including pricing, product mix, channel development, distribution, and visibility. made up the highest percentage of Al-Maha income, led Sales Team including eight Account Supervisors and 10 Sales Representatives, and led negotiations for yearly contracts.

- ◆ Combined entrepreneurial drive with business-management skills to achieve turn-around in brand performance.
- ◆ Developed effective retention strategies and content that improved value and return on investment, resulting in regaining major key account customers.
- ◆ Successfully delivered record market share in marketing groups.
- ◆ Communicated a clear, strategic sales vision, effectively training and coaching both veteran and junior sales team members.
- ◆ Effectively negotiated cost, product placement, and launch for multiple new products.
- ◆ Achieved Excellence in Execution by developing in-store visibility plans and controlling promotional calendar.

Canon, Jordan

Identified and analyzed client's business model, understood their needs to recommend the best management solution, and developed a solid and trusting relationship between major key clients and the company.

SPECIAL ACCOUNTS SUPERVISOR (Feb/2009 to Oct/2014)

handled the most important client accounts in the company.

- ◆ Resolved key client issues and complaints.
- ◆ Developed a complete understanding of key account needs.
- ◆ Anticipated key account changes and improvements.
- ◆ Managed communications between key clients and internal teams.
- ◆ Managed account team assigned to each client.
- ◆ Strategic planning to improve client results.
- ◆ Negotiated contracts with the client and established a timeline of performance.

Hertz, Jordan

Reporting to the SalesManager, Attracted potential customers, maintained current customers' relationships by meeting their needs, expanded company's customer base by attracting new clients.

CUSTOMER CARE REPRESENTATIVE (Jan/2008 to Feb/2009)

Provided product and service information and resolved product and service problems. Attracted potential customers by answering product and service questions and suggesting information about other products and services. Opened customer accounts by recording account information.

- ◆ Recommended potential services to management by collecting customer information and analyzing customer needs.
- ◆ Prepared service reports by collecting and analyzing customer information.
- ◆ Contributed to team effort by accomplishing related results as needed.

Education & Credentials

Bachelor of Management information Systems, Al-Zaytoonah University, Jordan

Professional Development

Selling | Negotiation & Building Customer Equity | TQM| ISO| P&G Training |Accounting, Personnel, and Inventory Control Access Training | Security & Safety For Airports | Merchandising In Nestle & NestleWindow