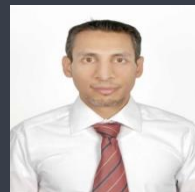


Mustafa Al-Darwish

Area Manager



Address: Saudi Arabia - Khobar
Phone: +966504815087
E-mail: mustafa_d-4@hotmail.com
Nationality: Saudi

Performance-oriented Sales Leader offering an exceptional record of achievement over [20]-year career. Tenacious manager with a strategic and analytical approach to solving problems, bringing in customers, and accomplishing profit targets.

Skills

- ◆ A strong, leading personality that helps to deal with any issues correctly.
- ◆ conducting market research.
- ◆ Sales expertise.
- ◆ Business Development.
- ◆ Familiar with costing accounting systems to make the right decisions for increasing or decreasing production.

Work History

Mar 2019 – **Area Manager**
July 2020 **Bugshan Group- Afaq Co. Maxxis Tires – Dammam**

- Prepare selling and administrative expense budget.
- Oversee all area operations to ensure efficiency.
- Develop a strategy in cooperation with the product manufacturer after an analytical study to meet the market's needs.
- Assist the sales team in achieving the required monthly KPI.
- Led targeted training programs to educate staff on product benefits and service capabilities.
- Created effective strategies to target new markets after researching and analyzing competitor behavior.
- Involved in the design and development process through the relationship the relationship with the factories for the product's design and manufacturing.
- Assist upper management in decisions for expansion or acquisition.

Feb 2015 – **Senior Key Account Specialist**

Feb 2019 **Eram Gulf Trading Co.- Magna Tires**

- Implement a variety of sales strategies, tools, and programs to create a level of support and service that meets or exceeds the needs of the fleet customer.
- Serve as the business consultant to primarily Truck, and Earth-mover and Agricultural fleet customers.

Aug 2013 – **Senior Sales Engineer**

Jan 2015 **Rashed Al Rashed Co. Goodyear- Saudi Arabia- Khobar**

- Developing and implementing strategic plans to manage and grow accounts.
- Understanding client needs and identifying new business.

Oct 1999 – **Sales Engineer, Customer Service manager, and Technical Service Manager**

Feb 2013

Juffali Co - Michelin Tires – Saudi Arabia – Eastern Area

- Providing technical support to the Sales and Marketing Department.
- In charge of the operations for all eastern areas within a company.
- Arrange all times management is essential to make sure everything gets
- Bring new customers and make dealing agreements for the company.
- Solve all problems which customers may face with our products.
- Finding ways to accelerate growth, conduct market research, and maintain relationships with clients.

Education

JUN 2020 **Bachelor of Business Administration - Management**

Till Now *Saint Leo University (Expected graduation date 9/1/2023)*

May 1996 - **High Diploma: Accounting**

Jan 1999 *Institute of Public Administration – Saudi Arabia- Riyadh*

Training & Courses

Mar 2011 I got training course in Technical Services Manager - Michelin- **(Dubai)**.

Jun 2004 I got training in sales techniques, including communication skills. - Michelin-**(Egypt)**.

Mar 2003 I got a course In -Michelin- Training Center About sales &warranty claims-**(Jeddah)**

Mar 2013 I got a course In -Goodyear- Training Center About sales -**(Khobar)**.

Aug 1999 I got practical training with Whinney Murray Co (Ernst & Young International) in Management Consulting and Auditing -**(Riyadh)**.

Languages

Arabic (as native, **English** (very good in writing, reading, and speaking)).