



MOHAMED EL SAID AKL

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Manager

Sales & Business Development | Exports & Imports | Purchasing
| Operations | Merchandizing

EXECUTIVE SYNOPSIS

- ✓ Versatile accomplished business management professional with 15+ years of rich with reputable organizations in the GCC region.
- ✓ Extensive experience in sales management, key account management, direct sales (B2B), retail sales (B2C), supply chain management, exports and imports, merchandizing and sales operations across multiple business verticals – soft furnishing, banking and mobile devices.
- ✓ Capable of leveraging strong commercial acumen in developing and executing effective strategies and plans for cost effective delivery of business objectives in a fast-paced competitive business environment.
- ✓ Deft in building and sustaining productive stakeholder relations as well as leading and motivating productive teams eliciting superior performances.
- ✓ Proactive, achievement driven professional with strong work ethic, integrity and excellent communicating, coordinating, problem solving, decision making, planning and executing skills.

CORE COMPETENCIES

- Business Development
- Sales Management
- Business to Business (B2B) Sales
- Key Account Management
- Sales Channel Development
- Customer Relations Management
- Brand and Product Management
- Sales Promotions Management
- Pricing and Positioning Strategies
- Market Research and Analysis
- Budgets and Cost Control
- Strategy Planning and Execution
- Process/System Optimization
- Sales Force Management
- Stakeholder Relations
- Teamwork and Leadership

EDUCATION

- **Bachelor of Commerce**, Tanta University, Tanta Egypt Grade: Good (65%)
Subjects: Marketing, Business Administration, Sales, Economics and Accounting

PROFESSIONAL EXPERIENCE

Al Fajer Furnishing Co, Muscat, Oman, August 2015 – January 2020
Al Fajer Furnishing Co is an associate company of WJ Towell & Co LLC. It offers a wide and varied range of soft furnishing products imported from USA, Brazil, Spain, China and UAE. The products are supplied to all leading supermarkets, stores and furnishing outlets as well as leading hotels and institutions in Oman.

Sales Manager

Responsibilities

Strategic Sales Management

- Managed business development and sales of the company's portfolio of products to clients across diverse business verticals – hypermarkets, furnishing galleries, hotels, corporate entities, government entities, catering and facilities management companies.
- Developed and executed effective business strategies and plans to deliver business objectives related to sales, revenue, profitability, market share and growth in the customer base.
- Determined key performance indicators (KPI) and set targets for the sales teams aligned to overall corporate goals and objectives.
- Supervised the sales team and provided guidance for efficient execution of all strategic sales plans and deliver sales and growth objectives.
- Planned and executed comprehensive market research studies to identify market trends, customer preferences, performance of new products and competitive environment to evolve, align and fine tune marketing and sales strategies to market dynamics.
- Formulated, implemented and updated pricing strategies including discounting and special pricing plans based on costs, competition, supply & demand to achieve planned profitability for products and services.
- Prepared forecasts and budgetary proposals for the department and administered approved budgets, ensuring optimum resource utilization and cost control to improve overall financial outcomes of the business.
- Conducted scheduled structure performance reviews of sales across all domestic sales channels, evaluated variances and implemented effective corrective action plans.

PERSONAL INFORMATION

- Nationality: Egypt
- Date of Birth: 24th May 1981
- Languages: Arabic, English
- Software: Microsoft Windows, Microsoft Office, Power BI, Adobe Photoshop, A+, Network+
- Interests: Traveling, Swimming, Driving
- Driving License: UAE
- References: Available on request

Sales Operations Management

- Led the sales team through the entire sales operations lifecycle from identifying and validating opportunities through mapping client requirements, creation of proposals and bids to negotiation and booking of orders to generate sales.
- Collaborated with production and product departments in providing cost effective solutions meeting client expectations and provided on-the-ground support to the sales team in negotiating and closing complex cases.
- Coordinated execution of all orders facilitating on time in full (OTIF) deliveries, billing, collection of payments and order close-out.
- Supported the supply chain department in monitoring and maintaining optimum inventories of standard merchandize across channels to meet sales plan demands.
- Monitored field sales activities and produced daily reports highlighting performance against targets with recommended improvement action plans.

Customer Relations Management

- Built and sustained high level productive relations with clients, ensured consistent delivery of superior services earning customer trust and satisfaction leading to repeat and referral business.
- Coordinated with internal and external stakeholders in investigation of customer complaints, identification of root causes and delivery of cost effective corrective and preventive actions.
- Communicated with key personnel in client organizations, gathered emerging requirements, presented new development and trends and fostered strong partnerships

Sales Team Management

- Led and supervised a team of sales representatives, set individual and team sales targets aligned to overall company sales objectives and monitored performance ensuring delivery of predefined tarots.
- Conducted periodic performance appraisals, provided feedback and counseling, identified and fulfilled training needs and built a highly productive, efficient sales team delivering outstanding performances.
- Managed all staffing matters including manpower planning, recruitment, hiring, onboarding, training and deployment of staff.

EARLY WORK EXPERIENCE

- **Royalton Trading Est. Ltd (WJ Towell & Co associate)**, Sharjah UAE, **Senior Sales Executive**, March 2009 – August 2015: Managed relations with customers in UAE (Abu Dhabi & Dubai), Qatar and Bahrain and implemented strategic plans to achieve sales and revenue targets for various categories of merchandize.
- **Emirates Bank**, Dubai UAE, **Senior Sales Executive**, September 2007 – January 2009: Collaborated with leading automotive dealerships like Al Futtaim Motors (Toyota), Arabian Automobiles (Nissan), Gargash Enterprises (Chevrolet & Mercedes), Al Majid Motors (Kia) and Juma Al Majid Est (Hyundai) and drove sales of motor loans, insurance and financing products of the bank to fleet and individual customers.
- **Fono Distribution Services – Albanni Group**, Dubai UAE, **Sales Team Leader – Showroom In-charge**, October 2004 – August 2007: Managed day-to-day operations of the showroom and implemented strategic sales plans to achieve all predefined sales, revenue and margin targets for various categories of products including mobile phones, tablets, smart watches, cameras and accessories.