

Maan Alqasem

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Leader | Commercial & Supply Chain

Personal Details:

28 Aug 1978 ■ Kuwait ■ Jordan

Male ■ Married

Transformational and innovative professional offering a unique mix of regional/international commercial, business development, and supply chain /operations leadership expertise.

Executive-level management, strategy, and commercial experience with a proven record of achievement and a practical understanding of sales and marketing, commercial and P&L oversight, both regionally and internationally. Able to cultivate business relationships across a wide network to gain access and generate growth opportunities, and an entrepreneurial culture of transparency and accountability. Recognized for building high-performing teams to deliver complex projects in strategy, commercial/business transformations.

Areas of Expertise

- Change & Transformation
- Team Leadership
- Risk Adjusted Analysis
- Business Planning
- Market Access
- Performance Management
- Corporate Governance
- Problem Solving
- Asset Optimization

Career Experience

Director of Africa & Middle east, Guardian Industries, Saudi

2020 – 2024

Direct end-to-end activities within the commercial excellence and supply chain capability in Africa & Middle east including overseeing multi-cultural team performance at different Plant locations (Saudi, UAE, and Egypt) within the region (Inside sales, Customer service, Demand & Supply planning, pricing & profitability, logistics, and warehouse teams). Oversee the delivery of the S&OP, customer service/Inside sales, project support, and commercial activities. Spearhead the launch of transformation initiatives including the centralization of the Service Hub (creating and implementing the new service model, governance, and interaction model).

- Successfully integrated the business planning suite in sales and operation planning S&OP with the S&OE process in weekly base for the business to enforce course of execution and agility toward market dynamics.
- Increased working capital and improved product capacity planning (including greater customer satisfaction, service level, and OTIF) by eliminating waste and drive operation excellence through optimized product portfolio.
- Gained a significant level of engagement with full value chain: Developers, Contractors, Fabricators, Processors, and traders using a mutual beneficial approach with understanding of customers alternatives and applying economical models to create more value.
- Achieve highest monthly record of financial results, EBITDA and ROCC by focusing on HV/VA products of coated glass (Wet/Vacuum), and improved Mix/Volume/Price triangle on the innovative market segmentation developed.
- Effectively develop the business plan with decision-making framework (DMF) that creates clear ownership (accountability) for every leader to create greatest contribution and achieve/exceed targets by 15%.
- Define and map activities that creates value toward company vision, Growth, and profitability by strategically partnering with our customers.
- Continuously update the risk profile by understanding market dynamics, industry new trends, Rapid market changes and intensifying regulatory to support business continuity and growth opportunities.
- Spearheaded the AME Logistics transformation including the transport management system.

Regional Sales Director AME, Guardian Industries, Saudi

2016 – 2020

Oversaw the activities and performance of the sales team in the Middle East, within the GCC, Levant, and North Africa. Delivered high-level leadership for internal/external customers while upholding values. Identified and mitigated issues and recommended resolutions or facilitated business continues transformation using risk adjusted thinking.

- Increased sales of HVA/VA products by optimizing profitability through strategic customer partnerships.
- Enhanced commercial team effectiveness and improved efficiency by optimizing the team structure and utilizing numerous talent development approaches.

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- Led the commercial transformation process definition in term of Market segmentations, Value proposition and service packages that have accomplished efficient interaction model to maximise customer satisfaction and improve service level.
- Met or surpassed the yearly business plan through the introduction of economic thinking and a sense of urgency.

Regional Sales Manager, Guardian Industries, Saudi

2014 – 2016

Led sales team activities for GCC and levant through regular performance reviews and training. Cultivated strategic and long-term relationships with key accounts to ensure an understanding of their current and future needs.

- Improved customer/territory optimization and contribution margins for each product category through strategic planning of sales for products and maximized profitability in the assigned markets.
- Achieved territory revenues and profitability targets while cultivating a culture for future sales growth and POV for the territory.
- Delivered key insight for manufacturing and supply optimization processes using a demand outlook. Directed internal and external customers in all aspects of sales related dimensions while upholding company values.
- Oversaw sales activities (resource deployment and customer interactions) across the Region to ensure adherence with corporate objectives.

Architectural Sales Manager – Levant Countries, Guardian Industries, Saudi

2013 – 2014

- Increased market share through effective communication of available products, services, and tools, and by establishing credibility with targeted customers.
- Promoted brand loyalty by cultivating strong business relationships with architects, consultants, contractors.

Additional Experience

Sales Manager – Industrial Division Head, Hilti Jordan

2003 – 2013

Directed sales and marketing for a large product portfolio in Power tools, Hydraulics, Pneumatics and welding technology (innovative and value-added products for construction and industry: HILTI, Metabo, Enerpac, Beta, Egamaster, Cea and Chicago Pneumatics. Introduced strategies and objectives to leverage the brand and product breadth within the industrial and trading market in Jordan. Monitored and generated results report to review progress with leadership and adjust activities as needed.

- Maintain sales volume, product mix, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors.
- Responsible and accountable for planning, directing, leading and organizing the outdoor sales team through implementation of Sales Management Process in order to achieve total customer satisfaction, sales growth and profitability as formulated in the annual target.
- Maintain sales staff by recruiting, selecting, orienting, and training employees.
- Sales Team Leader | Hilti Jordan, 2005 – 2006
- Field Sales Engineer | Hilti Jordan, 2003 – 2005
- Sales Executive | Alshamilah Est. for Building Material

Education

MSc. In Engineering Business Management (With Merit) | Coventry University
Dissertation titled: "Business Strategy Formulation – Implementation – Evaluation"

BSc. In Chemical Engineering | Jordan University of Science and Technology

Licenses & Certifications

Saudi Council of Engineering, Expires June 2026, #194968
Jordan Engineers Association, 603172
Institute of Operation Management, UK
Association of Supply Chain Management, US #2473649