



ACCOMPLISHED SENIOR MARKETING MANAGER – RETAIL

An accomplished and innovative **Retail Marketing Manager** with a wealth of experience developing strong brands, concepts and strategic roadmaps for diverse products across multiple markets and countries; with particular expertise in identifying and optimizing new opportunities, competitive advantages and revenues.

Leading from the front with exceptional commercial acumen, network development and leadership skills supported by a core understanding of retail, franchise and branding principles, this strategic thinker builds, empowers, and motivates teams to achieve common goals for the positive benefit of the organization.

Proactive, diligent and adaptable, this insightful professional is a game changer who naturally reads internal and external patterns and reacts with clear tactical strategies that consistently deliver added value, higher margins and cost efficiencies, and will be a valuable asset to any forward-thinking organization.

CONTACT INFORMATION

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RAMZI MEJRI

Retail Marketing, Brand Management, Team Leadership, Project Management, New Concept Development, Market Expansion,

KEY SKILLS & COMPETENCIES

Marketing Management – Proven ability to develop and build strong retail brands, franchises & concepts

Category Management – Extensive experience optimizing brands through strategy, merchandising, pricing, and promotions

Project Development – Managing multiple projects simultaneously in different markets and countries

Business Modelling – Delivering innovative new concepts for market penetration and expansion

Strategic Partnerships – Building strategic partnerships with internal and external parties to add value

Market Research – Optimising profit margins and competitive advantage by leveraging data and insights

People Management – Strong leadership of diverse, multi-cultural teams

- Retail Marketing
- Brand Management
- Operations Management
- New Concept Development
- Market Expansion
- Project Management

SELECTED ACHIEVEMENTS

- Part of a major strategic pilot project "Retail In The Box" in Africa for Total, involving full retail network assessment and optimization, and the development and global rollout of a 5 year strategy and roadmap
- Successfully deployed 10 branches of a café under the franchise Café Amazon in Oman, achieving a market share of 15% in two years compared to premium brands.
- Pivotal role in the opening of the new 9,000sqm Géant Casino Hypermarket in Tunisia including managing merchandising, marketing, and the training and coaching of 250 staff

EDUCATION

Bachelor's Degree in Marketing

University of Tunis El Manar, Tunisia

Career History

October 2018 – present

Oman Oil Marketing, Oman



Marketing Retail Manager - Shop, Food & Services

Marketing responsibility for 230+ service stations, 100+ convenience stores, 3 food & beverage master franchises, 30+ car care centres across Oman, KSA and Tanzania, with an income of over \$10M.

- Accountable for budget allocation and management of all marketing activities in line with budgets
- Developing and implementing full marketing strategy, value proposition and roadmap
- Overseeing sales/P&L analysis, forecasting, and planning to ensure profit optimization
- Involved in projects focusing on retail network growth, brand loyalty, customer retention and margins

Achievements

- ✓ **Opened** 10 new 'Franchise Café Amazon' sites and the first ever 'mega station' concept in Oman, achieving a market share of 15% in two years compared to premium brands
- ✓ **Set-up** the master-franchise 'Steers' (Burger) and 'Debonairs Pizza' in Oman and KSA which is projected to achieve 13 Million USD EBITDA over a five-year period
- ✓ **Developed** new concept design for C-Stores 'Ahlain' by introducing new 'shop in shop' partnerships including Aramex drop box services and Starbucks self-service coffee corners in store. Sales increase by 25%, GM increase by 2 points.
- ✓ **Introduced** a new car care centre concept 'Optimo Swift' and 'Swift Wash'
- ✓ **Launched** a major network analysis and optimization project 'Trackernomics'
- ✓ **Part** of the digital project team to establish the Mobile App and Digital Loyalty Program. Over 70 K users in 6 months.

December 2006 – September 2018

Total



Business Development Expert - Shop, Food & Services – Africa (May 2018 – Sep 2018)

Drove the roadmap strategy, KPI analysis and P&L reporting for 1,700+ service stations in 16 countries, overseeing over 40 partnerships with local and international brands for a unit generating \$98M in turnover.

- Supported subsidiaries in the implementation of SFS projects and adherence to agreed action plans
- Defined SFS business models and led webinar and best practice improvements

Achievements

- ✓ **Undertook** an in-depth P&L analysis into all business models and devised innovative strategies to increase sales and ROI.

Marketing Retail Manager - Shop, Food & Services – Tunisia (Jan 2016 – Apr 2018)

Managed a team of 5 Merchandisers / Category Managers to deliver the strategic roadmap for 160 service stations, 55 C-stores, 15 partnerships, 35 Total Quartz Auto Care, 14 Total Wash and 35 Alta / Illy Cafés.

- Created and managed full marketing mix, strategy, business model conceptualization and P&L
- Deployed food franchise 'Pomme de Pain' in partnership with Newrest Catering
- Developed the Total Wash concept and Total Quartz Auto Care as a retail network and stand-alone
- Set up a partnership with Speedy, Volkswagen and EuroRepar Car Service on the retail network

Achievements

- ✓ **Leveraged** an additional income stream and achieved over 3000 tonnes of lubricants per year through membership of the Total Africa Division Taskforce for the "Developing Lubricant Sales in the Network" project
- ✓ **Secured** an additional income of \$120K USD per annum by negotiating and agreeing the master-franchise of 'Alta/Illy' and the deployment of 35 coffee stores
- ✓ **Increased** sales by 30% (\$340k / year) by partnering with retailer Monoprix for supply and merchandising of C-store

Transport Manager – Tunisia (Jan 2012 – Dec 2015)

Managed a budget and a team of 6 dispatchers and transport auditors to optimize logistics and transportation of 700 KT pa.

Retail Manager – COCO'S Service Station – Tunisia (Dec 2006 – Dec 2011)

Oversaw service stations comprising 30000+ m3/year of fuel with a \$3m turnover and responsibility for over 300+ employees.

- Established the full structure of analytical tools incl. dashboards and training program and full structure of company run.
- Increased brand awareness and revenue by positive collaboration with partners Newrest Catering to develop food offers.

Earlier Career

Department Manager Géant Casino Hypermarket, Tunisia (Jun 2005 – Nov 2006)

Sales Representative Compagnie Méditerranéenne de Commerce – Tunisia (Sep 2002 – Mar 2005)



Interests

Football and Taekwondo (Member of National Tunisian Team 1992-1995)