



Mahmoud Al Nadi

Riyadh, Saudi Arabia

Jordanian

DOB: 1971



mabonadi@yahoo.com



+966503670723



linkedin.com/in/mahmoud-a-569b6622

Summary

Regional Sales Business manager with 30 years' experience at achieves annual sales objectives and increases the overall customer base. Effectively grows brand awareness through increased growth market and new market development, uncovering customer needs, finding solutions and expertise in new revenue streams, sales and marketing. Career experience has been amongst leading FMCG & B2B Ingredient organizations (mature and emerging markets / brands) heading dedicated business units (Retail, Food service and B2B) in KSA, Middle East. Senior positions within these organizations encompassed Strategic / Go-To-Market direction within B2B & B2C organizations Facilitate best practice attainment and implementation, Motivating high performance teams, building sustainable capability and culture.

Customer led insights innovation

Business development strategy and execution, securing anchor tenants.

With the primary emphasis on top line revenue growth, cost management / ownership and profit delivery.

I possess strong team leadership and awareness skills, drive commercial competence, a strong collaborative cultural ethos, with an ability to lead staff focus, capability and clarity of direction. I bring a passion, energy and excitement to the task of building sustainable profit driven teams.

30+ years of proven track record in sales, marketing, and management in fast-moving consumer goods (FMCG). (Food & Non Food, Juice, Water, Dairy products, Bakery products, Hygienic Paper)

Geographies Managed, GCC Countries, Levant, East and North Africa, Iran, Nigeria and South Africa. Significant experience and success in Business Development of new Markets / All Trade channels / Brands / Products across Middle East & Africa.

Influential Leader with acute business acumen and relationship network across the Region. Outstanding stakeholder management skills.

Established credentials in sales and operations having managed large sized teams. With excellent communication skills in Arabic and English.

Experience



Senior Business Manager

SIWAR Foods.

Jul 2022 - Present

Establishing the food service channel in the company and the B2B channel, developing a distribution strategy, building a sales team, setting the company's budget for these modern departments, participating in importing products from major international companies, and ensuring their success as required.



Regional Sales Business Manager

Ornua-Al Wazeen Trading Co Limited KSA

Oct 2014 - Jun 2022 (8 years)

Clearly define goals and define actions for development and business improvement.

Develop and implement effective sales strategies.

Managing the sales department to achieve the largest percentage of sales.

Organizing work with the business development, sales and marketing management team. Training of employees and performance appraisal periodically.

Establish productive and professional relationships with employees and those responsible for customer accounts.

Negotiate and finalize sales procedures and agreements with important clients. Monitor and analyze sales ratios, measure performance and suggest improvements. Preparing periodic sales forecasts including monthly, quarterly and annual.

Conduct research and identify potential clients, new customers and new market opportunities. Providing effective and timely solutions that comply with clients' needs.

Liaise with marketing and product development departments to ensure brand consistency. Ensure that financial policies and procedures are met.

Apply research insights and to provide compelling advertising solutions based on the company's business strengths.



Regional Sales Operations Manager

Sanabel Alsalam for Food Manufacturing Company

Sep 2009 - Sep 2014 (5 years 1 month)

Create regional sales plans and ratio in required targets.

Providing support to branch departments within the geographical scope.

Evaluating the performance of the branches as well as evaluating the performance of the employees within the branches.

Submit a report on sales results in the geographical area for which he is responsible. Perform analyzes and profit forecasts periodically.

Identify staffing needs and select and train new sales executives.

Preparing and reviewing the annual budget for the geographical area for which he is responsible. Analyze regional market trends and discover new opportunities for growth.

Address potential problems and suggest quick solutions.

Participate with senior management in expansion decisions.

Suggest new products and services and innovative sales techniques to increase customer satisfaction.

Regional Sales Manager



Fine Hygienic Holding

Jan 2005 - Aug 2009 (4 years 8 months) Oversee the sales of every branch in the region.

Analyzed sales data and created sales strategies to increase sales.

Communicate with clients and sales staff to ensure all issues are resolved quickly and successfully. Train new sales department hires in company processes and procedures.

Manage and supervise sales team to ensure they are on track in achieving sales goals. Continually monitor and track regional sales performance.



Regional Sales Manager

Basamh Trading Co. Ltd-Al-Alali

Sep 1999 - Nov 2004 (5 years 3 months)

Created regional sales plans and quotas in alignment with business objectives. Prepared and reviewed the annual budget for the area of responsibility.

Analyzed regional market trends and discover new opportunities for growth.

Suggested new services and innovative sales techniques to increase customer satisfaction.



Area Sales Manager

The Coca-Cola Company

Aug 1995 - Aug 1999 (4 years 1 month)

Analyze the market size and need at province and prepare a marketing plans and strategies aiming to increase market share.

Analyze data to identify the best and most efficient sales method.

Communicate with clients to handle complaints and provide appropriate solutions.

Participate in promotional events such as trade fairs and others to develop customer relationships. Provide training in sales techniques and distinctive features of the institution's products.

Monitor and control competition within the specified area.

Preparing and submitting reports to the sales department.

Education



Al-Jami'at Al-Mustansiriyah

Bachelor of Business Administration - BBA, Business Administration

1991 - 1995

Studied Business Administration .achieved my B.A with average Very good in 1995<http://www.uomustansiriyah.edu.iq/>



BRITISH COUNCIL INSTITUTION

DIPLOMA, COMPUTER SCIENCE

Jan 1990 - May 1991

I studied computer science. Achieved my diploma in 1991



AL-RAWDA SECONDARY SHOOL

GENERAL SECONDARY CERTIFICATE, SCIENCE SECTION

1985 - 1989

Studying secondary -science section,achieved my high secondary school with average 82% in1989.from kuwait

Licenses & Certifications



BSC (Balanced Score Card) - BDM Sales & Marketing & Operations

Skills

Market Planning • Negotiation • Budgets • Management • Business Planning • Sales Management •Marketing Management • Team Leadership • Business Development • FMCG