



# Samer El Hajji

## Sales Manager at Asnaf Trading Company

Mobile number : 965.65557962

Email Address: samer6000@yahoo.com

Bayt.com profile: <https://people.bayt.com/samer-el-hajji-26818489>

### PERSONAL SUMMARY

Seeking an opportunity in the Sales & Marketing Management field, in a future oriented company with a Professional profile

### PERSONAL INFORMATION

Birth date: 30 March 1970

Nationality: Lebanon

Residence Country: Kuwait

### PREFERRED JOB

Preferred Job: Sales and Marketing Manager

Field: Management

### WORK EXPERIENCE

**Total Years of Experience: 28 years, 6 months**

#### Sales Manager at Asnaf Trading Company

September 2018 – Present

Kuwait – Al Kuwait

\*Develop and implement sales strategies to increase market share and profitability of Papco Disposable Packaging products in Horeca Market.

\*Monitor and analyze sales performance metrics and trends.

\*Establish and maintain relationships with key customers. Lead and motivate sales teams to achieve sales goals.

\*Preparation & Execution of the Annual Business Plan

#### Sales Manager at Al Khomasi General Trading Est.

January 2015 – August 2018

Kuwait – Hawali

Responsible for managing the business relationship of Al-Khomasi General Trading EST. who is the authorized agent and exclusive distributor in Kuwait for SAFCO International General Trading Co. LLC (UAE) “Super Touch” consumables and Plastic products, PET Egypt for Packaging Materials, Octal and Crystal Pack Oman.

\*Directing sales and marketing teams. Creating and developing new markets for PET & PS food grade plastic containers, and cups (plain and customized), all microwavable, consumable, hygiene body wear and B2B products like PET sheets.

\* Defining company monthly, quarterly and annual goals and make sure that sales and marketing objectives align with overall company goals. In addition to working with major customer accounts with strategic sales planning.

\*Annual Business plan preparation and implementation.

#### Sales Manager at napco Consumer Products Company (Asnaf Trading Company)

July 2007 – December 2014

Kuwait – Al Kuwait

Establishing and implementing a sales methodology, tracking the sales pipeline and

measuring performance against sales quotas.

- \* Responsible for managing organization's sales activities.

- \* Creating and developing Tissue, plastic & disposable sales in Key Accounts Retail and Horeca sectors.

- \* Defining department's monthly, quarterly and annual goals and make sure that sales and marketing objectives align with overall company goals. In addition to working with major customer accounts with strategic sales planning.

- \* Generate extra sales in the Key Accounts & Horeca sectors through heavy promotions & marketing activities in addition to wide coverage in the Horeca sector thru sales specialty.

- \* Implementing new sales and marketing strategies towards market leaders to grab extra market share.

- \* Innovating new products towards local manufactures.

- \* Annual Business plan preparation and implementation.

**Field Sales Manager at napco Consumer  
Products Company (Gettco International)**

January 2003 – June 2007

Qatar – Doha

Managing the sales affairs of Napco brands at the exclusive agent Gettco International in the State of Qatar.

Job Consists of sales management of all Napco product lines in the State of Qatar through Managing the sales team, Strategic Planning, Promotional Campaigns, Performance Evaluation of the products and Recommendation of Tactical and Strategic Actions to be taken in order to achieve the targeted sales forecast. Sales Force, merchandisers, promoters, Store & delivery fleet Training and Orientation leading them to achieving the best results. Monitoring of stocks & inventories in Napco stores.

**Sales & Marketing Supervisor at napco  
Consumer Products Company (Friendly  
Food Qatar)**

March 2000 – December 2002

Qatar – Doha

Handling the sales & marketing affairs of Napco brands at the exclusive agent (at that time) Friendly Food Qatar in the State of Qatar.

Job Consists of Securing an expansion and growth of all Napco product lines in the State of Qatar through Market Studies, Marketing Research, Promotional Campaigns, Performance Assessment of the products and Recommendations of Planned and Calculated Actions to be taken in order to achieve best results. Sales Force, merchandisers & promoters Training and Orientation directing them to achieving the finest outcome.

**Senior Marketing Product Specialist at  
napco**

March 1996 – March 2000

Saudi Arabia – Dammam

Overseeing a key division within the company, I developed and implemented the marketing strategy for the Tissue line in the Eastern Province of Saudi Arabia and neighboring Gulf nations.

My responsibilities include strategic planning for the product line, monitoring production processes, designing packaging, overseeing artwork development, conducting market analyses, performing marketing research, launching promotional campaigns, evaluating line performance, and proposing both tactical and strategic measures to enhance results. Additionally, I provide training and orientation for the sales team, merchandisers, and promoters, guiding them towards achieving optimal outcomes.

---

## EDUCATION

### **Bachelor's degree / Marketing at Northern**

**Kentucky University**

**United States – Kentucky**

**May 1995**

Minor: Economics

Areas of focus: Marketing research, international marketing and sales techniques

### **Diploma / Associates of Applied Science**

**Degree In Business at Northern Kentucky**

**University**

**United States – Kentucky**

**May 1994**

Area of focus: International business / relations

---

## SKILLS

Microsoft office: Excel, Word, Powerpoint / Level: Expert

Product Management, Market Analysis, key accounts, branding & private labels, business contracts / Level: Expert

Analytical Thinking / Level: Expert

Sales Planning / Level: Expert

Setting Sales Goals / Level: Expert

---

## LANGUAGES

Arabic / Level: Expert

English / Level: Expert

---

## REFERENCES

### **Hicham Majdalani**

General Manager

Asnaf Trading Company – Kuwait

965.22252452

hmajdalani@sadita.net

### **Toufic Dabboussi**

President Chamber of Commerce Industry and agriculture of Tripoli and North Lebanon

Founder and Owner of Dabboussi Group S.A.L Lebanon

961.6410555

mail@dabboussigroup.com

