

AHMED ABD ALMOHSEN

Sales, Marketing-FMCG

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Date of Birth 01/12/1981

Cairo. Egypt

Riyadh. Saudi Arabia

Summary: experienced sales, marketing professional with 20 years in food technology industries .FMCG. Drinks, sweets, meat, pasta, oils, dairy, water, vegetables. Proven track record of surpassing sales targets and driving growth. skilled in strategic planning, team leadership, and implementing effective sales strategies. known for fostering client relationships and ensuring operational excellence.

Education:

1999 – 2003: Bachelor of computer science, Information system.

Experiences:

- 2022 – Until now Sales Manager - Riyadh - Eastern – Western



Davilla Pasta Company – Pasta, Olive Oil, Tomato Paste

Responsible for managing the sales sector and the company's branches to apply in the Kingdom and follow up on the performance of the sales team and it must reach advanced sales.

- 2019- 2022 Director of Sales and Marketing -Riyadh -Dammam –Medina



Proteina Group of Companies - All Fresh Meat, Manufacturers and Meats

Responsible for managing the sales and marketing sector and 20 sales shops across the Kingdom and following up on the performance of the sales team in achieving plans.

- 2015 - 2019 Regional Sales Manager



A group of Nile companies - frozen vegetables, frozen fruits, juices- jam

Responsible for managing the sales sector and the company's branches in the region and following up on the performance of branch managers and their commitment to achieving the targeted plans.



-2012 -2015 Area Sales Manager - Eastern

Othman Production Company - Nada Dairy- fresh dairy, yogurt, juices

Responsible for following up on the performance of sales supervisors and their team and following up on the team's performance in achieving plans for sales objectives, coverage and spread.



- 2009 - 2012 Territory Development Manager – Riyadh

Pepsi Co. Al-Jomaih – Pepsi, Aquafina Water, Sports Drink

Responsible for following up on the performance of sales supervisors and their team and following up on the team's performance in achieving plans for sales objectives, coverage and spread.



- 2007 – 2009 Sales Supervisor - Eastern

Arabian Supply Trading Company – Galaxy, Sweets

Responsible for following up with sales representatives in covering regions and itineraries, visiting customers, and achieving the sales and collection goals.



- 2004 – 2007 Sales Supervisor

Mansour International Group for Distribution - water, juices, tuna, tea, dairy, cheese

Responsible for following up with sales representatives in covering regions and itineraries, visiting customers, and achieving the sales and collection goals.

Training Courses:

- Development of presentation and promotion skills - Mansour Company.
- His training role on the Hand-Held system and points of sale - Master Foods.
- Sales on the promotion and scheme achievement program - Pepsi Al-Jomaih.
- Sales Analysis System - Nada Dairy Company.
- Group leadership and performance improvement - Nada Dairy Company.
- Its role is to design sites and applications in programming languages - Cairo University's College of Engineering.

Achievements:

- Establishing the sales and field marketing sector for a proteina company.
- Participating in establishing e-marketing platforms and applications for Proteina
- Establishing the sales sector and building the Italian brand DAVILA in the markets in the Kingdom with DAVILA PASTA.
- Establishing and building a brand for a Labanita market with Mansour International Company for Manufacturing and Distribution.

Skills:

- Work on all computer programs-Microsoft professionally-international sales systems.
- Professional Negotiation Arts - Group Leadership - Good Analyst - Professional Problem Solving - Training and Development.
- Professional administrative and field plan and workflow – Logistics.

Languages:

- English: Excellent
- Arabic: Native language