

Resume



Personal profile

Nationality : Sudanese.

Marital status: Married

Iqama : Transferable.

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Khalid Yahya Ahmed

I am a Professional with +18 years of extensive experience in the provision of effective strategic marketing, business development, sales growth and brand management solutions, leading strategy development, strategic alliances, business capture and project management within FMCG sector as well as other sectors, with success in maximizing the firm's profits and establishing distributor network. I am seeking a challenging opportunity with a dynamic organization to contribute to further successes and growth.

I have a record of outstanding success in the management of sales teams of internationally recognized brands and possess good business knowledge in cultivating new business partnerships, and sustaining the existing ones, with and added advantage of understanding the competitive markets and achieving long term strategic objectives, corresponding to milestones. I have been responsible for managing the ongoing analysis and monitoring of existing and new product and sales performance and profitability as well as contributed to the development and implementation of the overall strategy. I have proactively responded to changing business trends to optimize profitable sales by ensuring increased support and resources to positively trending businesses.

I have a good understanding for the social and Demographic factor mix that affect the market in the GCC region particularly in KSA.

Experience

Seedal Company for Porcelain & Ceramic



Department: Projects.

January 2012 – till date - Saudi Arabia

Title: Country Sales Manager

Duties and Responsibilities:

- Leading a team consists of 3 regional sales managers and 16 sales executives
- Designed the overall business model for the Projects Sales Department
- Responsible of a business portfolio approximately = SR 60 million/annum
- Responsible of whole daily routine of the team as for Targets, coverage, customer visits ... etc.
- Responsible of building the sales budget
- Improved the market share
- Built strategic partnerships with major market players

Binzagr Company – Unilever KSA agent



Department: Pharmacy & Departmental Stores Channel

January 2006 – December 2011 (6 years) Saudi Arabia

Title: Sales Manager.

Duties and Responsibilities:

- Leading a team of 4 key account salesmen, 1 sales supervisor and 9 van salesmen

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- Hitting a target of SR 5 million/month
- Covering around 1000 pharmacies
- Brands involved: Lux , Dove , Sunsilk , Fair & Lovelyetc
- Participating in building the sales budget
- Participating in implementing periodical promotional activities
- Team Training

Binzagr Company – Unilever KSA agent

Department: Sales

January 1999 – December 2005 (7 years) Saudi Arabia

Title: Sales Marketing Supervisor

Duties and Responsibilities:

- Assisting the Senior Product Manager.
- Procurement of stocks through effective order planning and supply chain management.
- Participating in Sales Budget preparation.
- Work closely with Brands owners to design promotional activities.
- Monitoring and controlling marketing campaigns.



Binzagr Company – Unilever KSA agent

Department: Sales.

January 1997 – December 1998 (2 years) Saudi Arabia

Title: Management Accountant



Education

- **Bachelor's Degree, Economics & Business Administration**
Omdurman Ahlia University , Omdurman, Sudan
1995
- **Post Graduate Diploma, International Relations.**
University of Khartoum, KHARTOM, Sudan
1996



Courses

- Principles of Project Management - Open2Study
- Management Strategies for People and Resources – Young African Leaders Network
- Focus on Climate Change - Young African Leaders Network
- Various Sales Management courses – On Job Training
- Communication Skills courses – On Job Training

Quality Skills

- Able to Work in Group or Individually with high Performance.
- Good knowledge of research methodology, data collection and data analysis.
- Ability to grasp new ideas and integrate them into desired results.
- Microsoft office, and internet with focus on Social Media
- Good in dealing with all kinds of administrative reports.
- Good teaching and training skills.
- Good leadership skills.
- Quick learner, and adaptable to any environment