

MOHAMED TAHA

Regional Sales Manager

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EXPERIENCE

Regional sales manager for Saudi Paper Company

SPC

- 02/2024 - Present Riyadh & Qassim
- Leading team of 5 KAE's and 2 supervisors for Riyadh & Qassim regions, achieving around 25M annual sales.
 - Managed 250+ customers, ensuring satisfaction and retention through regular reviews and contract negotiations.
 - Developed strategic sales plans to penetrate HORECA market, setting targets and identifying growth opportunities.
 - Coached sales team, providing guidance and training to achieve objectives and improve performance.
 - Identified new business opportunities, attending events and networking to generate and convert leads.
 - Conducted market analysis to adapt strategies, offering insights for product or service enhancements.
 - Tracked sales performance, implementing corrective actions, and reporting to senior management.
 - Collaborating with other departments to align sales with business goals, optimizing resource allocation.

Sales Manager

Healthy & Tasty KSA

- 09/2023 - 01/2024 KSA
- Starting the kickoff of the company at the Saudi market.
 - Hiring the whole team: 10 salesmen, 2 sales supervisors.
 - Conducting business development agreements along with top retailers and E-commerce customers (Ninja Stores, Amazon KSA, Noon, Blu app, Sary App).

Retail operations manager

Pepsi cola

- 01/2023 - 08/2023 Riyadh
- Leading DX initiative for 500 outlets, achieving 200k cases/month.
 - Managed and guided 14 sales team members to achieving sales targets.
 - Created trade offers and promotions to drive customers purchases.
 - Developing lasting relationships with clients, resolving complaints efficiently.
 - Setting reasonable sales targets for the sales team.
 - Monitoring sales team performance and motivating members to meet or exceed sales targets.
 - Visiting potential and existing customers within an assigned sales area to present company offerings and build brand awareness.
 - Developing and sustaining long-term relationships with Key customers.

LANGUAGES

Arabic Native
English Proficient

SKILLS

Sales Forecasting Budgeting
Business Development
Team Management
Customer Relationship Management
Direct Sales Excel Market analysis
Microsoft Office Ms excel
Negotiation skills OBIEE Oracle
Power BI Powerpoint
Retail Operations
Strategic Management Tableau
VBA SAP

TRAINING / COURSES

Supervisory Skills ,Leadership ,Teamwork
Negotiation skills ,Effective Communication

EXPERIENCE

Key Account Manager

Pepsi Cola

📅 12/2018 - 12/2022 📍 Riyadh, Saudi Arabia

- Developing and sustaining solid relationships with key clients that bring in the most income for the company.
- Addressing and resolving key clients' complaints.
- Acting as the main point of contact between key customers and internal Company teams.
- Supervising the account teams assigned to each key client.
- Communicating and collaborating with advertising, design, marketing, sales, and logistics departments to meet key clients' needs.
- Developing a thorough understanding of key clients' needs and preparing customized solutions.
- Negotiating contracts with key clients and meeting established deadlines for fulfilling each client's long-term goals.
- Analyzing customers' EPOS data on a monthly basis to cover sales gaps, verify competitor activities, and prepare new sales action plans.
- Managing both sales and merchandising teams through direct direction to implement agreements with customers.
- Closing 2022 sales target with growth of 8% vs. Yago sales.
- Increasing market share of Aquafina brand with assigned customers by 9% vs. Yago.

Key account Executive

Pepsi cola

📅 04/2015 - 11/2018 📍 Riyadh

- Key account Executive (HoReCa) for Al-Jomiah bottling plant (Pepsi cola).
- Ensure relationship building with current customers and manage an efficient distribution and dealer network to improve sales (building RAPPOR).
- Managing top catering business across Riyadh region such as (Saudi Airlines catering, Gulf catering co. and its subsidiary companies, i.e.).
- Closing 2016 with growth of 180% Vs. Yago sales.

Territory development supervisor

Al-Jomiah bottling plant

📅 06/2006 - 04/2015 📍 El Minya

- Territory development supervisor for Al-Jomiah bottling plant Pepsi cola direct sales department.

Sales supervisor

Al-Ahram Beverage Co Fayroz

📅 04/2003 - 05/2006 📍 El Minya

EDUCATION

Master of Business Administration from IBAS

The International Business Academy of Switzerland

📅 10/2021 - 04/2023 📍 Zug, Switzerland

- Global pathway - Grade (78%)

Master of Business Administration

McKinsey University

📅 02/2023 - 02/2024 📍 USA

- IFTDO AAA QAHE CPDSO
- Master of Business Administration from McKinsey University - Grade (A)
- Major: Strategic Management

EDUCATION

Bachelors Degree of Arabic Language

Cairo University

📅 09/1997 - 07/2001 📍 El Minya

- Arabic language and literature Section. Grade (64%).