

## Mohamed Hafez | Sales Manager powder coatings at Jotun MENA



### Professional profile

15 years of experience working in Automotive refinish market with exposure to more than 30 different countries markets in Africa, EU, Middle East, and Brazil. Along with different market segments which gave me a broad knowledge of the market Dynamics of the paint industry.

Specialized in account management, and International sales. Currently working as Sales Manager powder coatings at Jotun MENA.

Specialties: business development, account management, marketing, market research, business advising, and sales forecasting.

### Career summary

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Dec 2020 – Present



Sales Manager Powder Coatings

Jotun MENA

#### Key responsibilities

Having personnel responsibility for Powder Coatings segment in Jotun MENA.

Having the operative responsibility for Powder Coatings Sales within Jotun MENA.

Managing the sales & customer service staff by motivating, delegating tasks, and monitoring sales activities to ensure desired performance and customer satisfaction.

Establishing, implementing, and monitoring the sales budget in the territory by analyzing sales data monthly to ensure that sales

Developing market intelligence and understanding by maintaining regular contacts and visits to key distributors /customers to take appropriate actions to improve competitive position in different markets.

Following up on collections and outstanding payments by making sure that accounts statements are sent on a timely basis and then following up the same with the customers' accounts department to ensure that payments are collected promptly, that risks of default are minimized, and DSO

targets are being met and that budgeted profitability is secured.

Pursuing new business opportunities by searching for new information with business partners, distributors, and key customers to make sure the company can expand market share and achieve sales targets.

Developing and implementing growth strategies for existing markets by identifying the resources required in these markets to achieve the strategic goals.

targets are met.

Aligning and coordinating with Regional / Segment initiatives and strategies, communication with Regional and segment team to implement innovation and strategies.

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**Mar 2019 – Dec 2020**



**Area Sales Manager**

**Sub Saharan Africa Vehicle refinish.**

**Key responsibilities**

Manage importers in Sub Saharan Africa, to execute sales plan.

Responsible for identifying and continuously improving activities that can affect customer perceptions

Focusing on growing and developing existing clients, together with generating new business.

Develop marketing and sales objectives with respective staff in the team and provide counselling, guidance, and support to drive product sales.

Monitor sales against agreed targets on a regular basis to ensure they are met and where necessary the need for remedial actions is identified, reported, and implemented.

Collects reports and analyses the customer feedback / information on present as well as future market trends in the context of possible further market penetration.

Cooperates with Technical Representative in educating customers on technical requirements of available product lines, IT support tools and non-paint assortment.

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Aug 2017 – MAR 2019



Sales Manager

VR Middle East

### Key responsibilities

Manage a portfolio of customers, in a designated area, to execute sales plan.

Establish, train, and optimize new and existing strategic distribution partnerships for the Vehicle Refinish business to secure sustainable competitive advantage.

Roll-out of customized BU and A&AC sales and technical programs for the id market; autonomously integrate cross business and functional requirements/ standards locally via rove networks and servicing.

Collects reports and analyses the customer feedback / information on present as well as future market trends in the context of possible further market penetration.

Identifies business opportunities, pinpoints, and tries to resolve existing and/or potential problems and requests support from the upper management.

Monitor sales against agreed targets on a regular basis to ensure they are met and where necessary the need for remedial actions is identified, reported, and implemented.

Manage sales support activities in designated area.

Identify, plan and develop new customers in line with business development plans/targets.

Coordinates own visit schedule with the assigned Technical Representative.

Provide appropriate and agreed levels of contact, service, and support to ensure sales targets are met.

Delivers periodical progress reports and proactively submits recommendations regarding the improvements in the approach to the marketplace.

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Jan 2012 – Aug 2017



## Regional Sales Manager

### Automotive refinish

#### Africa, EU, Pakistan, and Brazil

#### **Key responsibilities**

Manage more than 28 accounts in 28 countries mainly in Africa and EU, providing them with the consultation of how to develop their business and improve the overall business performance.

Market research through visiting the countries' markets to analyze the competition and develop the right strategy and suitable products.

Focusing on growing and developing existing clients, together with generating new business.

Develop marketing and sales objectives with respective staff in the team and provide counseling, guidance, and support to drive product sales.

Perform analysis for the accounts performance and create forecasts for sales figures.

Arrange and attend international exhibitions and arrange events for product and brand awareness.

Responsible for coaching others within the sales organization on product applications and business development techniques.

Lead a team of export specialists and assist them to negotiate and close orders, to enable them achieve targets.

Responsible for identifying and continuously improving activities that can affect customer perceptions.

Provides recommendations for expense budgets and manages expenses to the budget plan.

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Dec 2006 – Dec 2011



Export Specialist

Automotive refinish

**Key responsibilities**

Major duties include quoting, booking shipments, reviewing export documents, monitoring of customers' accounts receivables.

Build and maintain strong, long-lasting customer relationships

Develop a trusted advisor relationship with key accounts, customer stakeholders and executive sponsors

Ensure the timely and successful delivery of the products according to customer needs and objectives.

Forecast and track key account metrics.

Identify and grow opportunities within territory and collaborate with sales teams to ensure growth attainment

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Oct 2006 – DEC 2006



Customer service representative

**Key responsibilities**

Attracts potential customers by answering product and service questions, suggesting information about other products and services.

Maintains financial accounts by processing customer adjustments.

Maintains customer records by updating account information.

Resolves product or service problems by clarifying the customer's complaint; determining the cause of the problem; selecting and explaining the best solution

Recommends potential products or services to management by collecting customer information and analyzing customer needs.

to solve the problem; expediting correction or adjustment; following up to ensure resolution.

Prepares product or service reports by collecting and analyzing customer information.

Contributes to team effort by accomplishing related results as needed.

## Education and Qualifications

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Managing marketing, Professional diploma in marketing – 2014



**Chartered Institute of Marketing**

Marketing Planning Process, Professional diploma in marketing – 2014



**Chartered Institute of Marketing**

Post graduate Diploma in Economics - 2007



**Faculty of Economics and Political sciences Cairo University**

BSc in Economics- 2005



**Faculty of Economics and Political sciences Cairo University**

## Other courses

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	Leadership Essentials Level 1		Key Account Management
	Project management essentials		Professional Sales Management
	Situational leadership II		IELTS
	Crucial Conversations		EF SET English Certificate 79/100 (C2 Proficient)
	Keys to Effective Communication		Open Water Diver

## Computer Skills

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- Microsoft Office user (Power Point, Excel, Word,..etc)
- SAP user (S&D)
- IFS user
- Familiar with paint industry software's (color matching, spectrophotometer related software...etc)

## Language Skills

- Arabic and English.