



**Farhoud Rezaeirad**  
**1981**

Dynamic and results-oriented professional with over 15 years of experience in key account management, chain store sales and operation, procurement and commercial strategy within multinational environments. Proven expertise in managing high-value accounts, driving revenue growth, and building strong client relationships.

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## EXPERIENCE

### Key Account Manager | 2023 – Present | Hayat Holding

- Managed key FMCG accounts (Papia, Teno, Molfix, Molped), ensuring revenue growth and account expansion.
- Negotiated high-value contracts, aligning with company objectives and market trends.
- Oversaw procurement budgets, optimizing cost-efficiency and supplier relations.
- Conducted in-depth market analysis to maintain competitive positioning.
- Collaborated with sales, finance, and supply chain teams to enhance operational performance.

### E-commerce Merchandise Manager | 2020 – 2022 | MAF Pars - Carrefour

- Led supplier negotiations for high-margin product categories, securing favorable terms.
- Developed promotional and pricing strategies to enhance online sales performance.
- Analyzed e-commerce sales data, optimizing inventory management for dark stores.
- Worked cross-functionally to align digital sales and supply chain objectives

### Key Account Sales Supervisor | 2018 – 2020 | Hayat Holding

- Manage sales strategies for major retail chain store accounts, driving consistent revenue growth.
- Strengthened client relationships, fostering long-term partnerships.
- Conducted competitor analysis, optimizing pricing strategies to sustain market competitiveness.

### Commercial Team Manager | 2017 – 2018 | CU convenience store

- Negotiate with suppliers to secure favorable terms, focusing on competitive pricing and product quality.
- analyzes market trends to identify opportunities for growth and revenue.
- Collaborate with sales, marketing, and operations teams to align strategies and meet customer demand.
- Additionally, they track performance and adjust strategies to maintain profitability.

### **Commercial Category Manager | 2012 – 2018 | Everest Modern Pars Chain Stores**

- Developed purchasing strategies, enhancing supplier terms and cost-effectiveness.
- Launched private-label products, increasing profitability and brand presence.
- Led market research initiatives, expanding product categories based on consumer demand.

### **Commercial Manager | 2010 – 2011 | Kolon Door - Authorized Dorma Partner**

- Negotiated international supplier contracts (Turkey, UAE, China), streamlining procurement.
- Managed end-to-end import processes, ensuring regulatory compliance and cost efficiency.

## **EDUCATION**

**Master's Degree in Commercial Management** 2013 – 2017 | IAU - Zanjan

**Bachelor's Degree in Business Management** 2004 – 2007 | Pune University- India

## **SKILLS**

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|---|--|
| • Key Account Management & Sales Growth     | • Supply Chain & Logistics Operations    |
| • Merchandising & Retail commerce           | • Contract Negotiation & Budget Control  |
| • Procurement & Supplier Negotiation        | • Customer Relationship Management (CRM) |
| • E-Commerce & Digital Sales Optimization   | • Microsoft Office & Data Analytics      |
| • Market Analysis & Strategic Planning      | • Leadership & Team Management           |
| • Business Partnerships & Brand Development | • Stock control & FMCG                   |

## **Language Skill**

**English (B2)**

**Persian (C1)**

**T (C1)**

