



RUSLL SALAH

HEAD OF PROCURMENT & SALES



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Iraq – Baghdad - Zayonah

WORK EXPERIENCE

Jan 2016- Present

Financial Links General Trading (Iraq Duty Free Operator)

Head of Procurement & Sales

- Develop and communicate a procurement business plan; establish long-term goals for the department.
- Coach the team and get the best from everyone.
- Monitor market trends, research consumer markets and competitors' activities to identify opportunities and key issues.
- Oversee marketing and advertising activities to ensure consistency with product line strategy
- Staff Allocation to the shops.
- Working closely with the suppliers in order to reduce and eliminate any overstock, delisted, slow moving items ad near expiry date.
- Maintain a healthy stock level for all existing brand to keep sales high making sure not running out of stock.
- Advising management of brands potential to allocate proper space for suppliers as best as possible.
- Allocating stock dispatch to all shops as per the needs and requirement to keep stock level at healthy level in order to reach the needed sales as per the set budget.
- Direct contact with the suppliers to organize promotional activities for existing brand making sure that marketing department following up the guidelines set by the supplier
- Identifying the weakness in the operation & improving the needed areas
- Improving the capability of the staff to be up to the tasks needed to have the job done to the best of their abilities & in views with the supplier's strategy
- Provide the management with comprehensive, regular reports on the revenues and expenditure of the department
- Develop and implement KPIs for procurement team, and streamline operations to achieve the KPIs
- Implement a performance management process for all staff which includes monitoring the performance of staff on an on-going basis and conducting an annual performance review. Coach and mentor staff as appropriate to improve performance
- Cultivate long term business relationships with partners having sustainable buying potential and aggressive sales approach to maximize revenue generation.
- Review strategies, financials, V&M figures, etc., chart out growth plan with full P&L accountability
- Prepare business plans and budgets for growth areas, manage and revise annual business plans and budgets as needed
- Plan & direct internal operations to achieve budgeted sales with desired financial outcome, and report to management.

PROFILE

Over 5 years of experience in brand handling, negotiating, Sales & Highly Analytical Skills.
Capable of achieving sale's target single-handedly and inspire and motivate other team members to do the same.
Proven track record of cost saving.
Passionate about delivering growth and sustainability to business. Warm and cheerful personality, known for successfully mentoring.
Efficient in developing & executing sales, marketing and brand promotion strategies based on key business objectives, market research & intelligence, competitive analysis, etc.,

PERSONAL INFO

Date of Birth:

29-12-1991

Marital Status:

Single

LinkedIn:

www.linkedin.com/in/Rusul-Salah

LANGUAGES

- Arabic ●●●●●●●●●●
- English ●●●●●●●●●●

EDUCATION

Al-Mustansiriyah University – Iraq

Holds a Bachelor degree in Physics Science from Al-Mustansiriyah University – Aug 2013.

REFERENCES

Available upon request.

APR 2015 - JAN 2016

Category Manager

Financial Links General Trading (Iraq Duty Free Operator)

- Negotiating with the suppliers on margin, delivery, and payment terms.
- Checking the sales per brand and manage to delist and clear the stock for the items that are not selling well.
- Create trend forecasts and implement sales plans & financial analysis.
- Manage with the suppliers to hire beauty advisor for their brands to boost the sales.
- Analyzing on yearly basis for Category achievements to track the positive result.
- Always do a study to the market and working on listing the desirable brands to the customers with a good term such as margin, payment terms and shipping.

OCT 2014- MAR 2015

Brand in Charge

Financial Links General Trading (Iraq Duty Free Operator)

- Study brands results in terms of Sales, Margin, Market share and ranking.
- Track brands sales between the shops.
- Evaluation brand performance by cooperating with the suppliers to clear the aged stock, slow moving, discontinued.
- Negotiate with the suppliers about each year projection in terms of Margin, New Novelties, logistics, new displays, incentive to the sales staff to push the sales or hiring beauty advisor.

APR 2014- SEP 2014

Data Entry

Financial Links General Trading (Iraq Duty Free Operator)

- Collecting and entering data in databases and maintaining accurate records of valuable company information.

EXHIBITIONS

JAN - 2018 Dubai – UAE

Attends the MEADFA (Middle East & Africa Duty Free Association) Conference.

OCT - 2018 Cannes – France

Attends the TFWA (Tax Free World Association) Exhibition & Conference.

NOV - 2018 Beirut – Lebanon

Attends the MEADFA (Middle East & Africa Duty Free Association) Conference.

OCT - 2019 Cannes – France

Attends the TFWA (Tax Free World Association) Exhibition & Conference.

CERTIFICATES

Jun 2018 Sales & Marketing Forum - UAE

Certificate of Attendance submitted by (Laurel & Tercel Consultancy. Knowledge. Development) in Dubai – UAE for the period 25-27 of June 2018.




Jun 2019 Leadership Skills

Certificate of Attendance submitted by (IMPACT Essence of Learning) in Baghdad – Iraq in June 2019.

PERSONAL SKILLS

- Strong organization skills
- Ability to multi-task
- Attention to detail
- Self-motivation
- written Communication
- Brand Management
- Purchasing Negotiating
- Data Analyzing
- Team Leadership
- Visual Merchandising
- Sales & Marketing Strategy
- Forecasting and Budgeting
- Sales/Business Development
- Brand Building/Management

SOFTWARE SKILLS

- SAB Business 
- MS Excel 
- MS Word 
- MS Outlook 