



## Mohammad Menla Hassan

*Sales & Marketing professional*

### Personal Info

**Nationality:** Syrian

**Place & DOB:** Damascus 1983

**Marital Status:** Single

**Address:** Iraq- Erbil

**Languages:**

Arabic Native

English: Working Proficiency

Kurdish: beginner

### Contact Info

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### Courses

1. **ICDL:** International Computer Driving License.
2. **Accounting Course:** Program (Al Edari for Accounting and Warehouses.)
3. **Sales Course (Sales University)** Jannaty – Food Industries.
4. **Sales Course (Sales Management):** Al Anwar Company.
5. **Lectures** (NLP - Neuro Linguistic Programming) Dr. Tariq Swaidan.
6. **Business English Course** (NGS Training Center).
7. **The Soft Skills Training** (Time Management/Team Building/Communication Skills/Decision Makings/Writing Emails) (Active Labor Training Center) Nasstel Company.

### Experiences & Skills

- **Computer:** Microsoft Office (Word - Excel - Power Point) Accounting Programs (Al Ameen – Al Edari – Al Khazen – phenix)
- **Accounting:** Financial accountancy- Cost Accounting.

### Educational status

**B.A. Degree:** Planning & Administration.

Education Faculty - Tishreen University – Syria.

Graduation Project: (Total Quality Manage and Self Efficiency Expectations)

### summary

- 16 years proven track record in business sales.
- Multiple Fields (FMCG - Durable Goods – Telecom – IT )
- Ability to Develop Necessary Business Plans and Budget Controls for Operations, Planning and Follow Up.
- Distribution, Modern trade, B2B sales, Trade Marketing, Marketing and strategic analysis.
- Exceptional negotiation skills and the ability to close deals.
- Research prospective accounts in targeted markets, pursue leads and follow through to a successful agreement.
- Identify new business opportunities - including new markets, growth areas, trends, customers, products and services.
- Interpersonal and communication skills, a focus on organization, and enhanced multitasking abilities.
- Proficiency in CRM, Microsoft Word, Excel, PowerPoint and statistical analysis software.
- The Ability to Solve the Problems
- Administrative Experience (Study and Work)
- Familiarity with Data Analysis and Reporting.
- The Ability to Put the Documentary Cycle (Work Flow) Of the Various Sections and Integration, As Well As the Development of Processes.
- Flexibility, skills development and new knowledge acquisition.

### Career History & Responsibilities

- 1- **Sales & Business Development Manager / SKYTEC ICT solutions / Information Technology and Services / Iraq – Erbil Mar 2019 – Present**

Main products:

- Advanced ICT Solutions, consultancy and related services

- **Statistics:** Descriptive Statistics- Statistical Inference- Analytical Statistics (anthology)
- **Administration:** My Study Specialization Which Provide Me with Knowledge in :
  - Psychology Sociology Pedagogy, Within My Main Specialization in Administration and Planning.
  - Human Resources Management: Importance - Management by Performance - Management by Objectives
  - Total Quality Management and System Approach.
- **Marketing and Sales:**
  - Sales Management (Organize - Tasks and Objectives - Employment and Training – Measurement)
  - Marketing (Marketing Mix - Market Analysis – SOWT analysis - Consumer Behavior- Trade & Shopper Marketing – Distribution strategy).

- TOP vendors in networking and systems such as ( Cisco, HP, Watchguard, Microsoft, Sangoma, FreePBX, Smoothwall, Milestone, Zycoo, Fanvil, Aventura, Provideo, Bigrocks, DAHUA...)
- **centralizing and integrating** all ICT services no matter the distance or location
- Our services ( to name but few ): **IP Surveillance, IP access control, Networking, IP Telephony, Next generation Firewall, Email servers, Web filtering, Email filtering, Virtualization, Cloud services, Storage and backup, Solar Energy, solar Street garden Light, Home automation and much more....**

#### Main Tasks:

identify new business opportunities - including new markets, growth areas, trends, customers, products and services

- seek out the appropriate contact in an organization
- generate leads and cold call prospective customers
- meet with customers/clients face to face or over the phone
- understand the needs of your customers and be able to respond effectively with a plan of how to meet these
- work strategically - carrying out necessary planning in order to implement operational changes
- draw up client contracts - depending on the size of company
- discuss promotional strategy and activities with the marketing department
- liaise with the finance team, warehousing and logistics departments as appropriate

#### **2- Sales Manager / Bait Al Emarat General Trade Co. / FMCG Distribution Company / Iraq – Erbil / Mar 2017 – Feb 2019**

Main products: RC Cola (Royal crown cola international) for soft Drink and beverage. Maro juice & Lion energy drink

#### Main achievement:

- Assist in the establishment of the company and develop the sales and distribution plans
- Monitor and supervise distributor profitability.
- Preparation of distributor 'Annual Business Plan' in consultation with distributor and review of distributor business plan.
- Monitor sales forces accuracy.
- Ensuring that distributors' working standards are as per defined standards.
- Helping distributor in recruiting and training his Sales team.
- Monitoring of KPIs and distributor profitability and taking corrective action accordingly.

**3- K.A & SOHO Manager / Nasstel Telecom Company / Telecom services & distribution Company / Iraq**  
- Erbil Feb 2015- Feb 2017

Main products: (KOREK telecom services GSM Iraqi operators)

Main Tasks & achievement:

- SOHO:** Expansion the SOHO project to cover (4) branches. Hit 120 % sales target.
- K.A.:** Establish and maintain good working relationships with all customers by developing scheduled agenda to sustain relationship with 20% top customers.Reducing the share of wholesale customers by 30% and adding 65% of this share to the top customers
- Mobile phone:** Develop a mobile phone distribution plan, and make a benefit deal with supplier.
- Other tasks:** Determining the work procedures in the company departments, documenting the all procedures, and make the integration into work flow.

**4- Iraq Sales Manager / Al Anwar Co. Household & Electrical Equipment / distribution Company / Iraq**  
- Erbil / Dec 2013 – Jan 2015

Main products: \_Household & Electrical Equipment (Ovens – wash mashing – fans – heaters ....)

Main achievement:

- Following all required KPI's & and lead the implementation.
  - Focus in developing and maintaining sales growth based on opportunity and company objectives.
- Follow and manage achieving new business acquisition and coordinate needed team capability to assure highly strategic & efficient sales penetration, and market share.- Establish and maintain good working relationships with all customers by developing scheduled agenda to sustain relationship with top customers.

**Manager / Al Anwar Co. Household & Electrical Equipment / Durable Goods Distribution Company / Egypt**  
/ Jun 2013 - Dec 2013

Main Tasks:

- Studying the Egyptian Market regarding to Durable goods.
- Survey of raw materials suppliers
- Monitoring the markets needs terms of specifications and prices
- Study of sales and distribution mechanisms

**Regional Sales Manager ( North & East ) / Al Anwar Co. Household & Electrical Equipment / Durable Goods distribution Company / Damascus - Syria / Jan 2010 – Jul 2013**

Main achievement: **Acting as Trade Marketing Manager**

- Increase my region sales to hit the pervious sales trouble times regarding to value, volume, coverage and penetration.
- Our region internal share become 45% from whole company sales.
- Establish a strong customer network, and create loyalty programs for customers to obtain the largest market share possible in various products.

**Area Sales Manager (Aleppo) / Al Anwar Co. Household & Electrical Equipment / Durable Goods distribution Company / Damascus - Syria / Dec 2008 - Jan 2010**

Main achievement:

- Improve branch performance from break-even to advanced levels.
- Establish and maintain good distribution network.
- Cover 42% market outlets (direct distribution

**5- Sales Supervisor ( Lattakia ) / Jannaty Al Anzaroty for Food Industries / FMCG Distribution Company / Damascus Syria / Apr 2007 - Nov 2008**

Main products     Packaged food (biscuit) and beverages

Main achievement:

-Put & implementing territory plans and routing schedules

**Sales Representative (Lattakia) / Al Anzaroty Company. Katakitt /** one of the leaders' Syrian company regarding to FMCG distribution / Damascus – Syria/ Mar 2006 – Aug 2007

Main products     \_Packaged food (biscuit) and beverages

Main achievement:

-Hit 100 % from my coverage plan.

-My success calls were 80 %.

-My achievement over than 100% regarding to sales target and sales development objectives.

**6- Branch Accountant Lattakia / Al Rashid for Food Industries /** FMCG distribution (canned food) / Damascus – Syria / Jan 2005 – Feb 2006

Main products:     Canned & packaged food

Main achievement: \_\_\_\_\_

-Achieve my targeted tasks.

-Learning the accounting and accounting program in 7 days.

**7- Shop Admin / Al Tahhan Communications /** Syria – Lattakia / Oct 2004 – Dec 2005

Main products:

Mobile phones, accessories, SIM Cards & Recharge.