## **Personal Info**

Employed (contract)

Name: Mr. Ayad Al-Khafaji

Sex: Male

Date of Birth: 28 February 1984

Place of Birth: Baghdad

Ethnicity: Iraqi - Arab

Nationality: Iraqi

Email: eyad.alkafaji@gmail.com

Address: Baghdad, Iraq

Phone: +964 (0) 7712981184

Current City: Baghdad

## **Education**

Bachelor’s Degree – Physics Science \ University of Baghdad 2006

## **Summary of CV**

1. Administration & HR: \* Recruitment & Hiring. \* Training & Development. \* Human Resources Administration. \* Salary & Benefits. \* Employee Relations.
2. Sales: Experienced in Sales Management with proved strengths in customer service, sales and negotiations. Demonstrated skills in marketing, advertising, strategic planning and promoting Products. Successful in developing strategies to attract new customers and maintain their loyalty.

**National Sales Manager at Multi-Cell (Lenovo – Motorola Mobiles)** / Apr 2017 – Till now

1. Oversee national sales, promotions, collections and other activities to achieve sales target.
2. Build positive working relationship with existing clients for repeat business.
3. Identify and contact potential customers for new business opportunities.
4. Coordinate with sales team to plan promotional activities, trade shows and special events.
5. Motive and guide sales team to achieve revenue targets.
6. Maintain sales management and reporting tools to achieve business objectives.
7. Coordinate with management to develop sales plan, budget and schedule.
8. Interact with sales team to develop sales plans and strategies.
9. Develop creative sales technique and tactics to meet business goals.
10. Understand client needs and provide appropriate sales solutions.
11. Address client issues and queries in a timely fashion.
12. Prepare sales contracts, proposals and reports for management and customers.
13. Develop sales presentations for board of directors and customers.
14. Participate in sales conferences, industry meetings, and social networks to represent company’s brand.
15. Hire, train and guide new candidates in their job responsibilities.

**Regional Sales Manager at Nestle - Al Maha Dis. Co.** / Oct 2015 – Mar 2017 (1 year 6 months)

* Accomplishes regional sales human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counseling, and disciplining employees in assigned districts; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures.
* Achieves regional sales operational objectives by contributing regional sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; completing audits; identifying trends; determining regional sales system improvements; implementing change.
* Meets regional sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
* Establishes sales objectives by creating a sales plan and quota for districts in support of national objectives.
* Maintains and expands customer base by counseling district sales representatives; building and maintaining rapport with key customers; identifying new customer opportunities.
* Recommends product lines by identifying new product opportunities, and/or product, packaging, and service changes; surveying consumer needs and trends; tracking competitors.
* Implements trade promotions by publishing, tracking, and evaluating trade spending.
* Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks.
* Accomplishes sales and organization mission by completing related results as needed.

**Area Sales / Trade Marketing Manager at British American Tobacco** / March 2014 – September 2015 (1 year 5 months)

1. Leading development of the Trade Marketing Strategy to achieve defined business objectives across all product categories.
2. Owning responsibility for the development, execution, and performance of all programs designed to increase presence and ultimate take-away.
3. Contribute to the Company’s goals and objectives and improve market share, customer satisfaction and productivity performance.
4. Ensuring alignment across the Sales and Marketing organizations on field sales needs and marketing initiatives, including coordination with Corporate Trade Marketing and budget management.
5. Working closely with key customers to provide category and shopper insights to drive performance.
6. Development and delivery of new product development (NPD) plans.
7. Co-ordination and communication of product price and pack changes.
8. Putting in place, monitor and improve processes to link all Marketing activities with the activities of the Sales team. Work closely with the CMO to improve processes that link corporate brand building activities and Product Development activities with Sales activities.
9. Responsible for Trade Marketing / Category Management process & solutions with external & internal customers to grow the categories.
10. Sustains rapport with key accounts by making periodic visits; exploring specific needs; anticipating new opportunities.
11. Identifies marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share.
12. Meets marketing and sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
13. Achieves marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; completing audits; identifying trends; determining system improvements; implementing change.
14. Accomplishes marketing and sales human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counseling, and disciplining employees; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures.
15. Accomplishes marketing and sales objectives by planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion programs; developing field sales action plans.
16. Initiates and coordinates development of action plans to penetrate new markets.
17. Prepares action plans by individuals as well as by team for effective search of sales leads and prospects.

**Area Sales Manager at Fine Hygienic Paper Co. Ltd., Nuqul Group** / September 2013 - March 2014 (7 months)

1. Supervise daily store operation and ensure achievement of all productivity and sales target and recommend solutions to enhance store’s profit.
2. Provide excellent customer service and assist departments in store image and merchandise presentation to achieve all company objectives.
3. Analyze and recommend enhancement in profitability through asset protection, cost control achieve all company’s objectives.
4. Oversee individual store and supervise various stores in particular local market.
5. Coordinate with store manager to facilitate everyday store operation in collaborative environment.
6. Administer all visual merchandise prospects of store and ensure excellent customer satisfaction through various company’s visual merchandising programs and directives.
7. Ensure adherence to all company procedures and policies and monitor store inventory to maximize profits.
8. Develop strategies to achieve personal sales targets and motivate associates to optimize sales performance.
9. Train and guide sales staff to focus on store’s sales strategies as per company standards.
10. Maintain good professional relationships with high-end customers in store premises and design retention strategies with regular customers.
11. Manage all communication with existing client to maintain long term relationship through various modes such as telephone and e-mail.
12. Administer product line development starting from strategic planning and monitor all sales activities to boost productivity and sales.
13. Maintain effective communication throughout store and communicate customer experiences and feed backs to brand team to re-align company strategies accordingly.
14. Analyze and ensure effective implementation of all brand guidelines regarding store layout, visual merchandising, stock and fixture positioning to maximize customer satisfaction.
15. Participate in all product launches, promotions and stock replenishment to maintain appropriate merchandising standards throughout store.
16. Ensure store’s compliance with administrative and procedural guidelines and deadlines to meet targeted sales and profits

**Administration Manager at Fine Hygienic Paper Co. Ltd., Nuqul Group** / September 2011 - September 2013 (2 years)

1. Provides supplies by identifying needs for reception, switchboard, mailroom, and kitchen; establishing policies, procedures, and work schedules.

2. Provides communication systems by identifying needs; evaluating options; maintaining equipment; approving invoices.

3. Maintains administrative staff by recruiting, selecting, orienting, and training employees; maintaining a safe and secure work environment; developing personal growth opportunities.

4. Accomplishes staff results by communicating job expectations; planning, monitoring, and appraising job results; coaching, counseling, and disciplining employees; initiating, coordinating, and enforcing systems, policies, and procedures.

5. Purchases printed materials and forms by obtaining requirements; negotiating price, quality, and delivery; approving invoices.

6. Completes special projects by organizing and coordinating information and requirements; planning, arranging, and meeting schedules; monitoring results.

7. Provides historical reference by developing and utilizing filing and retrieval systems.

8. Maintains continuity among corporate, division, and local work teams by documenting and communicating actions, irregularities, and continuing needs.

9. Maintains professional and technical knowledge by attending educational workshops; benchmarking professional standards; reviewing professional publications; establishing personal networks.

10. Contributes to team effort by accomplishing related results as needed.

11. Improves program and service quality by devising new applications; updating procedures; evaluating system results with users.

12. Achieves financial objectives by anticipating requirements; submitting information for budget preparation; scheduling expenditures; monitoring costs; analyzing variances.

**Deputy Area Sales Manager at Al Morrell Development** / April 2011 - September 2011 (6 months)

1. Maintaining and increasing sales of my company's products
2. Reaching the targets and goals set for my area
3. Establishing, maintaining and expanding our customer base
4. Servicing the needs of my existing customers
5. Increasing business opportunities through various routes to market
6. Setting sales targets for individual reps and my team as a whole
7. [Recruiting and training sales staff](http://www.totaljobs.com/careers-advice/job-profile/sales-jobs/recruitment-co-ordinator-job-description)
8. Allocating areas to [sales representatives](http://www.totaljobs.com/careers-advice/job-profile/sales-jobs/telesales-job-description)
9. Developing sales strategies and setting targets
10. Monitoring my team's performance and motivating them to reach targets
11. Compiling and analyzing sales figures
12. Possibly dealing with some major customer accounts myself
13. Collecting customer feedback and market research
14. Reporting to [senior managers](http://www.totaljobs.com/careers-advice/job-profile/sales-jobs/sales-director-job-description)
15. Keeping up to date with products and competitors

**Regional Recruiting Specialist at Al Morrell Development** / September 2010 - April 2011 (6

Months)

• Prescreen, Interview and hire employees  
• Dealing with LNs (Local Nationals) and Expats employees  
• Making the Badge procedures for the employees  
• Request Employee Number, having the contracts understood & signed by the employees and other forms & rules.  
• Insure that the policy of the company is followed and applied by all of the employees  
• Make all the new trainings for the employee and explain and apply the NLL (National Labors Law)  
• Taking care of all the Leaves, Performance Forms and Terminations cases according the law.

**Corporate Sales Executive at IRAQNA – Orascom Telecom** / February 2007 - April 2008 (1

Year 3 Months)

• Building relationships with clients and agencies while collaborating with sales colleagues to maximize revenue opportunities and grow future business.  
• Selling advertising and sponsorships on the full range of our products.  
• Producing innovative ideas and sales strategies to meet client communication objectives.  
• Constructing and sending proposals, pricing and contracts.  
• Occasionally travel to meet clients in their headquarters in all Iraqi provinces and US Bases.

**HR Generalist at EODT** / January 2006 - February 2007 (1 Year 1 Month)

• Recruiting and staffing logistics;  
• organizational and space planning;  
• performance management and improvement systems;  
• organization development;  
• employment and compliance to regulatory concerns and reporting;  
• employee orientation, development, and training;  
• policy development and documentation;  
• Train all the new staff about the newest updates in each professionalism;  
• employee relations;  
• company-wide committee facilitation;  
• company employee communication;  
• compensation and benefits administration;  
• employee safety, welfare, wellness and health; and  
• Employee services and counseling.