
Retail & Distribution Management

Successful record of building and managing teams to meet and exceed customer demands and expectations

Repeated success guiding cross-functional teams with hands-on leadership to promote brands, enhance product awareness and develop a loyal and profitable account base. Talent for launching sales programs that generate record-setting sales revenues. Expert presenter, negotiator, and businessperson; able to forge solid relationships with partners and build consensus across multiple organizational levels. Proficient in Microsoft Word, Excel, Oracle, Business Object, PowerPoint, VBA, Python.

Highlights of Expertise

- Sales Strategies Planning & Execution
- Distribution Logistics
- Customer Service
- Recruiting & Staffing Initiatives
- Contract Development & Negotiations
- Budget Administration & Management
- Marketing & Territory Penetration
- Networking & Relationship Building
- Price Structures & Loyalty Programs
- Team Building & Leadership

Career Experience

Al Mouyasser (Khalil Fattal & Fills)

Oversaw full operational and sales management, creating price structures and cost factors to maintain profit and stability, developing and allocating budgets and resources, and establishing partnerships with hypermarkets, supermarkets, convenience stores, grocery stores and supermarkets to distribute product to consumers.

COUNTRY BUSINESS DEVELOPMENT MANAGER (August 2007 to December 2013)

Directed full logistics of the supply chain and RTM for high-profile brands like Hershey's, Loacker, Storck, Americana Cake, Matilde Vicenzi, Ghandour United Biscuits, Budweiser and Ksara Wine. Compiled and analyzed sales data to develop realistic forecasts and managed warehouse inventory to meet the needs of customers.

- ◆ Collaborate with Sales Teams and Customers to explore program, item and merchandising opportunities; develop strategic linkage from Company to Customer Plans.
- ◆ Understand and analyze syndicated and shopper data from Customers to identify opportunities and make fact-based strategic recommendations.
- ◆ Facilitate/coordinate monthly financial meetings for Customer inputs; support P&L improvement initiatives.
- ◆ Facilitate post-promotion evaluation with Finance team support to ensure ROI maximization
- ◆ Develop and execute Customer or channel-level plans as needed to support corporate initiatives, reporting needs or special projects (example – product, pricing, process changes).
- ◆ Development of annual budgets, capital plans and system development plans. Monitor performance against commitments. Track actuals against Plan.
- ◆ Work with Sales Leads/VP to build and consult on customer specific initiatives to validate ROI and sustainability including route-to-market MAPs guidelines, customer specific volume incentives, Joint Business Plan proposals

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- ♦ Be the internal expert on assigned Customers inside of the Amplify Snacks Business Units, understanding key Customer strategies, success metrics, programs, and syndicated purchase/shopper data
- ♦ Planning and execution of all communications and media actions on all channels, including online and social media
- ♦ Assisting with product development, pricing and new product launches as well as developing new business opportunities
- ♦ Working with Nielsen syndicated and panel data
- ♦ Strong financial acumen from granular P&L understanding to sophisticated financial modeling
- ♦ Working alongside national retailers and building successful partnerships
- ♦ A proven track record of delivering major projects on time, on budget, and to required quality standards
- ♦ Analyze complex problems, identify critical issues, and develop strategies for delivering solutions
- ♦ Working and collaborating cross functionally (account teams, strategy teams)
- ♦ Work well in a team environment and have a demonstrated ability to operate at all levels within an organization

Nasco Retail Inc., Jacksonville, FL

Penetrating new markets and launching new brands such as UTZ Snacks, King Henry, Loacker wafers, Hostess Cakes and others while creating the required brand awareness and availability in multiple channels.

PRESIDENT/OWNER (December 2018 to Present)

- ♦ Builds market position by locating, developing, defining, and closing business relationships.
- ♦ Tracks individual contributors and their accomplishments.
- ♦ Locates or proposes potential business deals by contacting potential partners.
- ♦ Discovers and explores business opportunities.
- ♦ Screen potential business deals by analyzing market strategies, deal requirements, and financials.
- ♦ Evaluates options and resolves internal priorities.
- ♦ Develops negotiating strategies and positions by studying integration of new venture with company strategies and operations.
- ♦ Examines risks and potentials for the business opportunities.
- ♦ Estimates partners' needs and goals.
- ♦ Closes new business deals by coordinating requirements; developing and negotiating contracts; and integrating contract requirements with business operations.
- ♦ Enhances organization's reputation by accepting ownership for accomplishing new and different requests.
- ♦ Explores opportunities to add value to job accomplishments.

CD Snacks, Inc., Memphis, TN

Provide leadership and direction to the inventory management and marketing of products, streamlining delivery routes and developing incentives and promotions that increased efficiency and sales by 55% from 2016 to 2017.

Chief Operations Officer (August 2016 to December 2018)

Develop business plans and drive initiatives to sell snack foods, aligning operations and distribution logistics with company goals, and tracking Key Performance Indicators to identify new avenues for marketing, enhance brand awareness and continue revenue growth.

- ♦ Spearheaded the introduction of 11 new brands of snack foods to the business, collaborating with sales and distribution to smoothly introduce products.
- ♦ Expanded delivery routes in the territory from 2 to 10, establishing new accounts, cultivating partnerships with stores and distribution locations, and devising routes to maximize coverage.
- ♦ Oversee consistent branding in all marketing, product displays and materials.
- ♦ Continuously monitor personnel and sales to reach targets, determining potential inefficiencies in delivery routes, identifying coaching and training opportunities for sales team, and maintain a comprehensive understanding of the changing needs and requirements of the consumer.
- ♦ Meet and negotiate with current clients and leads to develop business opportunities, introduce new products, implement loyalty programs, and increase profitable partnerships.
- ♦ Manage supply logistics and inventory, negotiating with vendors for best pricing, placing orders based upon predicted demand, and ensuring adequate product to fulfill the needs of consumers.
- ♦ Establish sales goals for the team, creating incentives and motivations to encourage productivity.
- ♦ Create and manage division budgets, allocating funds, hours and resources to team.

Sky Investment Group, Inc., Memphis, TN

Managed the daily operations of 6 convenience stores, scheduling and leading the staff, inspiring and motivating the team, enforcing policies and procedures, and successfully increasing overall sales by 25% during tenure.

President (January 2014 to March 2018)

Planned, organized and directed daily staffing, inventory and financial activities for the stores, recruiting and training personnel to develop an effective and efficient team dedicated to achieving company goals.

- ♦ Managed 9 locations that included 5 Exxon, 3 Shell and 1 Marathon brands, allocating resources and funding for inventory, staffing payroll, repairs and improvements.
- ♦ Introduced processes and controls that streamlined overall work flow and increased productivity and efficiency by 45%.
- ♦ Implemented programs and marketing to improve sales and decrease overall product waste by 35%.
- ♦ Managed inventory control for all 6 locations, setting prices to maintain profitable margins.

Additional Experience

Regional Financial Analyst (2005 to 2007) - Khalil Fattal & Fills

Senior Brand Accountant (2004 to 2005) - Transmed

CFO (2003 to 2004) – Mayrig

Claims Specialist (2001-2003) - Alfa Telecommunications

Education & Credentials

Bachelor's in Accounting and Finance

Lebanese University, 2006

CMA "Pending"

Hobbies

- Sports:
 - Lead the Egyptian Water-polo national team to the world cup in the year 2000
 - Lead the Lebanese Water-polo national team to the Arabs championship and becoming the MVP and 2nd best player in the Arab world
 - Numerous championships in swimming and other sports
- Coding:
 - Visual Basics
 - Python for Data science
 - Web and software development
- Private pilot "PPL":
 - A private pilot with less than 8 hours to issuing the license