



Mohamed KHEDER



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Experience

EMEA Sales Director

2019-Present

Wellpay Information Technologies - China



- Determine annual unit and gross-profit plans by implementing marketing strategies, analyzing trends and results
- Establish sales objectives by forecasting and developing annual sales quotas for the EMEA region, and projecting expected sales volume and profit for existing and new products
- Maintain sales volume, product mix, and selling price by keeping current with changing trends, economic indicators, and competitors
- Establish and adjust selling prices by monitoring costs, competition, supply, and demand in each market
- Maintain professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks, and participating in professional societies
- Build and maintain strong, long-lasting customer relationships
- Partner with customers to understand their business needs and objectives
- Understand category-specific landscapes and trends, reporting on the forces that shift tactical budgets and strategic direction of accounts
- Maintain and develop the **Global Partners Program**
- Effectively communicate the value proposition through proposals and presentations
- Continuously motivate and lead the EMEA sales team

Sales Manager

2018-2019

Landi Commercial Equipment Co. Ltd - China



- Develop sales strategies to acquire new customers
- Identify key customer needs and help to position Landi's solutions & products
- Resolve escalated customer issues and customer complaints
- Represent the company during events and exhibitions
- Prospecting new clients and expand partners network
- Develop quotes and proposals
- Develop and build effective relationships with key customer stakeholders

- Establish and nurture relationships with Key Stakeholders
- Collaborate with marketing executives to develop lead generation plans
- Planning and overseeing new marketing initiatives
- Create metrics for monthly qualified lead objectives
- Analyze sales data on sales results and develop plans to address performance gaps
- Monitor competition, economic indicators, and industry trends
- Report on quantity & quality of leads and revenue
- Advance one's own professional and technical knowledge by attending workshops and other educational trainings, participating in professional societies and industry networks

Sales Account Manager

2018

INEOS Tech - Morocco



- Assess and identify new opportunities for growth in current and prospective markets
- Unearth new sales opportunities through networking and turn them into long term partnerships
- Manage the entire sales cycle from finding a client to securing a deal
- Create detailed business plans to facilitate the attainment of goals and quotas
- Solve customer needs and concerns through product innovations.
- Leverage market data to drive company growth
- Negotiate agreements and keep records of sales and data
- Animate Workshops
- Recruiting skilled engineers for project's deployment
- Negotiate deals offer and prices with partners (Dell EMC | Cisco | Symantec | Palo Alto | Forescout)

Sales Operations Manager

2016-2018

DIGITAL WORKS Group - Morocco



- Develop and follow up on business leads
- Translate the customer business requirement into product specifications
- develop the sales proposal
- Ensure business forecasts are met
- Contribute to developing sales strategies
- Work closely to marketing manager to expand and maintain the customer database
- Suggest and oversee the marketing campaigns for a better lead generation
- Build, maintain and nurture the client relationship
- Provide stakeholders and teams with clear, constructive plans
- Assist with the development and implementation of strategic priorities

- Establish a focus for skill development (Workshops & training for reps)
- Resolve business issues related to business rule execution
- Proactively work towards improving Project Management processes
- Coordinate internal resources and third parties/vendors for the flawless execution of the project
- Develop project scopes and objectives, involving all relevant stakeholders and ensuring technical feasibility
- Monitor, analyze, and report on business improvement
- Implement a highly quantitative approach to understanding, measuring, and forecasting account behavior and customer satisfaction
- Support the definition of business processes
- Determine and support the implementation of a business process
- Implementation of development strategies to ensure that the objectives are met, and delivery is improved
- Review the results of testing, Process simulations, and its deployment
- Resolve business issues relating to business process execution
- Approve major changes to business process
- Training Delivery team and ensure Quality improvement
- Setting quotas in line with stakeholders, which may include scope, process, planning, and budgets
- Use of Analysis tools and dashboard presentation
- Lead risk analysis and suggest improvements (using DMAIC and the 6σ Tools)
- Managing technical incidents and BPO Issues
- Monitoring and Reporting Progress
- Managing the BPO Unit (3 Teams: 15 members each)
- Contribute to project budgeting
- Animating and conducting training for new hires and existing teams
- Set and enforce policies and necessary procedures for conducting sales and marketing operations
- Setting sales and marketing KPI's
- Working with sales executives on approaches to building business
- Coordinating marketing campaigns with sales activities.
- Training the sales team on sales techniques and giving advice
- CRM management - Odoo
- Reporting on activities towards targets to the Top management
- Manage and improve lead generation campaigns, measuring results

Subject Matter Expert

Delivery Manager Environnement BPO

2014-2016

HPCDG IT Services Morocco - TechnoPolis



**Hewlett Packard
Enterprise**



Marketing and Sales officer

Sales department

2013-2014

AG CONSEIL Maroc - TechnoPolis



Education

UIR – Université internationale de Rabat

Executive Masters degree

Business Development and Sales Management

2016 - 2017

IHEC - Institut des Hautes Études Commerciales de Carthage

Bachelor's degree

Bachelor of Business Studies

2010 - 2013

Institut Supérieur de Biotechnologie de Monastir - Tunisie

Master's degree

Genetics and Biological Diversities

2007 - 2013

Languages

Arabic
Native

French
Nativelike

English
C2

German
B1

Certifications



Dell EMC

Certification

Sales - Data Center & Cloud solutions Expert

2019



Amazon Web Services

Certification

Cloud practitioner

2018



Tableau

Certification

Tableau Desktop Certified Professional

2018



IASSC

Certification

Lean Six Sigma - Green Belt Certified

2017



Protection civile - Tunisie

Certification

Secourisme aquatique Sauveteur et Maître-nageur (PSE2)

2008

