***Wae’l Kana’n ***

***Sales & Marketing Professional***

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**Nationality**: Jordanian - Canadian

Result-driven professional with multi-role-playing skills and 20 years’ international experience (USA, Middle East & GCC) in Sales & Marketing, Business Development, Project Management plus Client Service with specialization **in Retail, Online consumer goods, Luxury goods (watches and Jewelry), Cosmetics and Fragrances**. Has exceptional background managing key accounts, building customer relationship and handling business operations. Acquired excellent contacts in market and competitor’s activities and industry trends. Possess excellent communication, analytical, problem solving, decision making, and time management. Enthusiastic in providing positive conducive results. Has worked in multicultural and multi-functional teams.

***Career Snapshot Summary***

**Free Lancer Consultancy Projects (Africa & GCC) Sept 2020 - Present**

**Kamson Luxury Group Africa: Managing Director**, set up the group Retail, distribution & e-commerce platform in Africa. 6-month

**District Group: Commercial Director**, Set up the retail and distribution network in GCC.

**Chalhoub Group (GCC & Levant)** **August 2018 – Dec 2020**

**GM and Senior Division Head (Watches & Instrument).**

Managing Brands portfolio (Tag Heuer, S.T. Dupont, Lancaster leather) team of (3Brand Mgrs, store Mgrs, sales team, B2B, Distribution, delegations and after sales).

**Chahoub Group:** major player in the beauty, fashion and gift sectors regionally,

**Precious Times UAE** **April 2016 – July 2018**

**Sales, Marketing & Development Director Middle East - North Africa & Eastern Europe**

exclusive distributor of Philip Stein products in 41 countries. Established in 2004, the company sells luxury watches and jewelry across Middle East and Indian Subcontinent. This is in addition to the distribution and retail of Yanush jewelry, Erwin Sattler clocks and Manufacture Royal Watches in GCC.

**Damas Jewelry (UAE, GCC, and Levant) May 2013 – March 2016**

**Head of Watches Division (GM), looking into all aspect of Sales & Marketing.**

**Managing a division of (4 Brand Mgrs, store Managers, sales team, after sales).**

Damas is the Middle East’s leading international jewelry and watch retailer. Damas operates across 6 countries through owned subsidiaries with more than 300POS, most located in the GCC region. Watch Brands: Private label, Parmigiani, Eberhard, ArminStrom, Chronoswiss, Perrelet, Sarcar,LOUIS Moinet, COVSTOS, CHARRIOL, and BACKES & STRAUSS.

**Swatch Group – RADO (Gulf GCC, MENA Region)** **Nov 2011- May 2013**

**RADO Regional Manager.**   
Swatch Group is an international group in manufacture, sale of watches, jewelry, watch movements and components.

**Trafalgar: Luxury Watches & Jewelry, Kwuait** **Feb 2009 - Oct 2011**

**Sales & Marketing Director.**

Retailing & distributing (Pattek Philppe, Chopard, de Grisogono, TAG, Dior, Gucci, Versace, Givenchy, Ferragamo, Aigner,).Managing sales & marketing department (5 Brand Mgrs, Mktg Mgr, store Mgrs, CRM & after sales). Managing (15POS), distribution and duty free.

**OSN Orbit Showtime Pay TV, Jordan** **July 2006 - Jan 2009**

**Regional and Country General Manager**

**Mawarid Trading Limited**. **ESTEE LAUDER, KSA Oct 1996 - June 2006**

**Country** **Sales & Marketing Manager & Brand Manager, Estee Lauder** & **Clinique**

(Perfume, Cosmetics & Fashion Group) Retail & Distribution. Managing of a team of 6 Slaes Mgr, 3 trainers, 80 Beauty advisers.

**Woolworth Corporation, USA** **Feb1990 - Nov 1994**

**District Manager & Corporate Representative (Department Store with over 2000 POS**

***Area of Expertise***

* Management: Sales, Marketing & Business Development. Projections, Costing and budgeting.
* Sales Channel Management and structure: Retail, Distribution, Dealers, Duty free and Airlines.
* Staffing: Training, Motivation, Incentive and Management training

***Job Role***

**Chalhoub Group August 2018 – Jan 2020**

**GM and Senior Division Manager watches and instrument (GCC and Levant) Reporting to Group GM&COO**

**Responsibilities:**

* Manage retail operation of 10 boutiques and Distribution network of 30 POS including its development with eye on new opportunities.
* Set business plan and accountable to sellout achievement in all channels optimizing current stock (Retailer, distributors, wholesales & b2b) and account managment.
* Set up regional marketing Calendar (ATL, PR activities, and Social media).
* Accountable to A&P and P&L implementations and GP and Margin protection including OPEX & CAPEX
* Look after the brands visibility in all POS and ensure proper presentation and performance including online and take action if needed.
* Maintain proper relationship with all suppliers and retailers in all sales channels in the region.
* Manage development with current brands and potential new brands. Including agreement negotiations with suppliers, and retailers.

**Precious Times April 2016 – July 2018**

**Sales Marketing Director (GCC, Levant, North Africa and East Europe)** **Reporting to COO**

**Responsibilities:**

* Managing regional Sale budget, projections, A&P and P&L for all brands in all sales channels.
* Plan regional marketing activities (ATL, PR, and Social media). monitor A&P spending vs. sales and plan.
* Brands growth (profitability, distribution, and visibility in all POS and ecommerce). Including GP and Margin.
* Maintain proper relationship with all suppliers Distributors and retailers in all sales channels in the region.
* Negation with all existing Brands, new potential Brands, Retailers including agreements.
* Accountable to all aspect of business development including staff Development and training.

**Achievements:**

* Sales Growth of 20% despite current market situation. Improved GP 5% And reduction in operation cost.
* Opened new markets. Increased #POS from 35 to 175 with retailers and duty free. Started new sales channels.
* Reduced cost and increased brand marketing visibilities, and improved brands positioning in all retailers.

**Damas jewelry May 2013 – March 2016**

**Division Head - Watches and accessories (GCC and** **Levant) Reporting: to COO**

**Responsibilities:**

* Accountable for sales budget, division P&L, Margin, GP for the watches in 60 POS in the region.
* Preparing the annual Sales and marketing budget assuring meeting expectations.
* Grow brands portfolio to include high-end brands and negotiate all aspects of agreements terms.
* Setting Pricing structure and monitor exchange rate for proper pricing (CHF&Euro).
* Ensuring high level brands visibility and customer experience.
* Setting all staff training and development including Incentive, and motivations.
* CRM Management and after-sales department.
* Managing and maintaining proper stock holding through monthly ordering.
* Defining slow- and fast-moving products assuring proper stock management.
* Review the Brand reporting to set the monthly tasks and actions.

**Achievements**

* Introduced 8 new performing brands and discontinued 12 non-performing brands.
* Reduced stock holding of slow seller by staff incentive, stock Mgt and exchange through suppliers.
* Introduced new Damas Kiosk Concept in UAE with vision to roll out to the region.
* Improved GP (control discount, incentive, Brand support, staff training, and monitoring currency exchange).
* The takeover of the Seiko operation in Qatar which resulted in a 110% sales increase.

**Swatch Group – RADO Nov 2011- May 2013**

**Regional Brand and sales Manager (Gulf GCC**, **Levant**, and **North Africa**) **Reporting to VP Europe**

**Responsibilities:**

* Managing RADO Brand accounts (**distributors, retailers, duty free and airlines)**.
* Ensure all markets reach their sales targets and sales potential.
* Supporting markets with marketing actions of media and PR activities for the markets.
* Frequent visits to the different markets to ensure brand strategy implementation.
* Follow up the flow of goods and marketing material to with interface between logistics/marketing and markets.
* In charge of all markets strategic planning and the marketing A&P budget including the annual forecasting.
* Maintain close follow-up on payment and invoicing with all brand distributors.
* Distributors’ performance analysis (Sell-I n, Sell-out, Product mix, Stock level, Compliance to plans, payments).
* Reporting by market to HQ the activities, political & economic highlights, competition, and trade development.
* Running full product and marketing training
* Keeping track of markets key points (number POS, pricing, margins, duties, taxes, and currency evolutions)

**Major Accomplishments:**

* Over achieved agreed sales plan by 12% with implementation of unified regional marketing activities.
* Reduced marketing by 15% cost by managing the regional A&P budget.
* Increased the average invoice unit price by 22% with support of new collection.
* Reduced distributors excess stock to a healthy position with staff incentive and motivation plan.
* Replaced none performing distributor with more efficient partner.

**Trafalgar: Luxury Watches & Jewelry. Feb 2009 - Oct 2011**

**Sales Marketing Director - KUWIT Reporting to GM**

**Responsibilities:**

* Implemented retail strategy to enhance sell through and the use of CRM and proper incentive scheme.
* Managed a team of 3 brand manager, 1 Marketing manager, 12 POS manager and after sales.
* Monitor currency fluctuation (CHF&Euro). Set local market window prices in line with the Brands ISRP.
* Structured and implemented the company sales terms and conditions policies to ensure the high standards.
* Prepare and set the annual budget, and Sales projections.
* Developed the 12-month marketing full plan (media and activities)
* Monitored the P&L Statement and managed the gross margin components for all brands and POS.
* Set Showrooms budget 12 POS, target & Incentive scheme.
* Turned the after-sales department to a profit center.
* Managed stock holding and monthly ordering. Defining slow- and fast-moving assuring the proper stock mgt.
* Review the Brands performance reports to set the monthly tasks.

**Major Accomplishments:**

* Over achieved budget by 12% 1st year and 18% 2nd year. improved profitability by controlling discount and brand support. Implemented monthly ordering system based on sales projections.
* Implemented different motivational programs and sat the incentive plan for over achieving.
* Cleared 60% of age products.

**Orbit Showtime Pay TV OSN Jordan and Levant July 2006 - Jan 2009**

**Regional and Country GM Reporting to VP Sales**

**Responsibilities:**

* Regional GM in-charge of Sales plan and Budget including (Financial P&L, Marketing A&P budge).
* Managing new projects, business development, growing data base & controlling churns.

**Major Accomplishments:**

* Increased customer base by 28% through 3 new POS and new projects and improved net profit by 18%.

**Mawarid Trading Limited**. **ESTEE LAUDER Perfume and cosmetics. Oct 1996 - June 2006**

**National Sales and Brand Manager. Reporting to Group Mgr**

**Responsibilities**:

* Develop & execute the Brand Strategic direction in KSA with A&P control.
* Plan the Brand Sales budget & Marketing integration including new launches.
* Maintain professional relation with supplier & trade. In charge of the P&L, logistics, Forecast, sales& Mktg.
* Implement limited distribution, ISRP Pricing and maintain brand image and visibility.
* Manage 6 regional salesman and 60 Sales Associates.
* Manage the order flow with supplier and trade,
* Analyze competitor’s and measuring the brand performance against competitors and market needs. **Major Accomplishments:**
* Increased sales and sell out +90% and GP margin over 3 years.
* Improved brand image, visibilities and customer service, brand market share, and brand ranking.

**Woolworth Corporation USA Feb1990 - Nov 1994**

**Store manager and Regional District manager**

**Responsibilities**:

Managed all aspect of assigned chain territory including my store (Sales, and seasonal planning, Merchandising, forecasting, stock investment and shrinkage control. Supervise compliance with company policies & procedures including consumer problem solving and satisfaction.

***Qualification***

**California State University, USA**. **1990**

Bachelor of Science – “Business Admin - Major in Marketing

**University of Leicester, UK 2012**

Master’s in business administration - **MBA**

**GIA Diploma, USA 2014** Prestigious credential in the jewelry industry, the GIA Graduate Gemologist program provides comprehensive knowledge of diamonds and colored   
stones.

**Training:**

* Completed 24 months of On the Job Training Program for retail store management.
* Completed 6 weeks Brand Management training in NY 1997 by Estee Lauder.
* Attended workshops for Media event, and Budgeting.
* Attended all annual brand strategic and marketing meetings.

**References:** Available upon request.