

Cover letter:

I am a Saudi national with an almost of twenty years of solid experience in sales, marketing, commercial and Retail gained from working with various big companies such as Halwani brothers, Abbar & son's cold stores and Arabian trading supplies and Star Markets. Over the years, I managed to build my expertise in the various commercial disciplines of marketing, sales, supply chine and finance that included brand strategy and management, planning, innovations, sales tactics and financial analysis. This exposure helped me build and sharpen my business acumen in both strategy development and implementation.

Throughout my journey, I also managed to forge strong relationships and contacts with agencies and suppliers that I still maintain.

On the academic side, I hold a bachelor degree in international business administration from King Abdul Aziz University and MBA from al-Feisal University - Prince Sultan College for Tourism and business.

I also have an intensive business course, which has further sharpened my skills and qualifications.

Specialties: strategic planning budgeting and forecasting, business development, customer relations, innovation, leadership, management, marketing planning, and strategy, new product development, organizational skills, pricing, research, sales & marketing, commercial & negotiation, leading & managing people, international & local business, marketing intelligence, sales targets, Profitability, Category Management, Retail Management, Procurement, Inventory Management, Budgeting, P&L Management, Problem Solving, Business Strategy, Competitive Analysis.

My experience combined with my educational background provided me with a solid foundation to lead the business to success.

Kindly find herewith attached my résumé.

Sincerely
Majed Alamri

Majed Abdullah Alamri

Personal Background:

- Profile: Male, DOB 1980, Married, 4 Children.
- Mobil No. : +966 505 68 13 42 / +966 56 80 60 737
- Email : maj919@gmail.com

Objectives:

To join a reputed organization with a long-term career potential to expand my knowledge, skills, work experience and to make a positive step in my life.

Education:

ESL program for academic and businesses purpose – Boston university – Jun.2014 – Dec.2015

MBA – Al-Faisal University - Prince Sultan College for Tourism and Business – Dec. 2012.

Bachelor Degree - International Business Administration - King Abdul Aziz University - June 2004

Work Experience:

Jan.2017 – Present: Star Markets. – Head Office Jeddah.

Retail Sector - Commercial Department. Position: Purchasing Manager

- Analyzing data or insights to determine industry and consumer trends.
- Devising long-term development strategies for product categories.
- Developing exit strategies for unsuccessful products.
- Managed the delivery of sales and commercial margin targets of the category.
- Foretasted and designed the annual sales and commercial margin budgets.
- Recruited, managed, developed and trained the buyers of the category.
- Coordinated with Finance, Operations, Marketing and Supply Chain departments.
- Negotiated and finalized the annual contracts with all suppliers.
- Maintained the relationship with key suppliers.
- Ensured proper implementation of promotions and activities in full coordination with Marketing, Supply Chain, and Operations departments.
- Decided on listing new items in the category and defined the right price positioning in line with the category strategy.
- Plotted the plan for seasonal events and special activities and ensured proper execution.
- Assured having the most profitable range with high turnover, penetration and ensured quantities are secured for the stores to maintain high availability.
- Defined sources for Private Label items and planed the annual sales for it.
 - **Key achievements:**
 - increasing the sales value by 12% in 2018 vs. 2017. (Repricing Project)
 - increasing the front margin by 6% (from 12% to 18%) in 2018 vs 2017.
 - Increase the back margin and other income by 30% vs. the last year 2017.
 - Reducing the Stock level to 2 weeks of coverage for grocery nonfood categories.

Jan.2016 – Dec.2016: Kuwaiti Danish Dairy Company (KDD). – Head Office Riyadh.

Marketing Department. Position: Trade Marketing Manager for KSA.

- Leading the development of Customer Category strategy, planning, and delivery
- Executing aligned annual execution and merchandising strategies across channels
- Delivering shopper insights to help drive initiatives and grow business
- POS equipment ordering and dispatch
- Maintaining frequent, open communication with cross-functional teams regarding projects, insights, issues

- Delivering fact-based selling activities and initiatives to drive sales channels growth and profit
- Leading channels Category Management and Space/Merchandising/Insight initiatives
- Delivering on the visibility agenda to develop innovative merchandising solutions that will support specific customers, brands, and thematic initiatives
- Executing best in class merchandising strategies across all channels.

Oct.2013 – May.2014: Arabian trading supplies. – Head Office Jeddah.

Trade Marketing Department. Position: Trade marketing manager

Key Responsibilities and Accountabilities :

- Directed all Trade Marketing activities .
- Sales and Trade expense forecasting .
- Annual Sales Planning Process
- Sales and Operations Planning Process (S&OP) .
- Category Management selling stories to field sales .
- New Product Launches, sell-through, and tracking of results .
- Cross-Functional Teams direction and or participation.

Jun.2011 – Sep.2013: Abbar & Sons Cold Stores. – Head Office Jeddah.

Commercial Department. Position: Product manager

- Launching 27 new private label SKU from A-Z including sourcing of new suppliers from China, Thailand, UAE, Italy, Jordan and Saudi Arabia.
- Designing and executing aggressive strategic sales plans targeted at capitalizing existing client base to increase revenues/profitability and expand the market presence of the company.
- Ensuring top line sales goals and bottom line profit goals are met by recognizing the profitability/revenue impact of business opportunities.
- Maneuvering the development/implementation of innovative sales policies/programs to ensure adequate penetration, market share, growth and performance.
- Keeping abreast of market trends to formulate long/short-term strategies for enhancing organizational revenue and re-engineering the department chart.
- Supervising overall activities of the sales personnel, setting goals/targets, conducting performance reviews periodically and motivating team members to accomplish the set sales targets.
- Training sales team and acting as a resource to enable them to leverage client relationships to the maximum extent possible and obtain competitive position in the industry.

Sep. 2008 – May.2011: Halwani Bros Co. – Head Office Jeddah.

Marketing Department – Brand Management.

Position: Senior Brand manager

- Developing objectives and strategy for the brands.
- Analyzing the brand's strengths and opportunities vs. competition; developing a marketing strategy to address opportunities for growth.
- Leading the subordinates in the preparation of marketing plans.
- Moreover, the brand manager responsibility.

May 2005 – Aug. 2008: Halwani Bros Co. – Head Office Jeddah.

Marketing Department – Brand Management.

Position: Brand manager

- Preparing and implementing the marketing plan.
- Assessing product life cycle and setting strategies. Interpretation the findings of (Qualitative and quantitative) and prepare SWOT Analysis.
- Follow up the execution of activities and prepare status reports accordingly.
- Involved in developing the designing & packaging of existing products & new products.

- Track competitor's activities and prepare reports accordingly.
- Provide timely reporting and feedback on issues and challenges to my superior on a timely and regular basis.
- BTL communications: Manage the development and execution of below-the-line communications activities such as sampling, PR, etc.
- NPD & Project Management: Manage development of low complexity brand NPD e.g. flavour extensions / pack formats / pack design changes, with cross functional team.
- The first point of contact on the brand, for other internal departments
- Budget Management: Day-to-day, management of brand Advertising & Promotions budget, including raising POs and managing queries with Finance dept and suppliers
- Performance tracking: Track brand performance, and evaluate the performance of key marketing activities.
- Consumer & Category Analysis & Insight: Participation in market research & consumer insight projects.

May 2001 – Apr 2005: Halwani Bros Co. – Head Office Jeddah.

Marketing Department – Brand Management.

Position: Assistant Brand manager

- Preparing a sales report to measure the performance of each brand on monthly and quarterly bases.
- Prepare report utilizing Insight –Retail Audit:
 - The periodic report related to market share.
 - Preparing market definition report of main brands.
 - Preparing market structure report of main brands.
 - Coverage analysis report.
 - Competition analysis.
 - Pricing analysis.
 - Product Market Trend.

Achievement at Halwani Bros.:

- Project leader of Maamoul 18g. Launch over all kingdom.
- Project leader of Finger Maamoul re-launches campaign.
- Prepare Sales Forecast for the main product utilizing trend analysis tools and market trend for each product.
- Segmenting company sales by Item/ Regions /Channels/Branches/Salesmen.
- Supporting the launching of (ATL & BTL) campaigns:
 - Consumer promotion (Jam, Halawa, Meat & Maamoul)
 - Mupi (Tahina, Maamoul)
 - Ad-vest / Street Panel (Maamoul)
 - Press Ad (Maamoul)
 - Mega Com (Halawa)
 - Tasting & Sampling (Maamoul & Mortadella & Halawa)
 - P.O.S material (Halawa, Mortadella & Maamoul).

Others Achievements at Halwani Bros.:

- Participate in Halwani Bros. Restructuring project in 2005 - 2006.
- Internal auditor for quality management (ISO 9001: 2000) in 2005.
- Participate in the elaborating of the Product rationalization project in 2006.
- Update product portfolio (Sales organizer).
- Develop Halwani Promotional literature bilingual brochure (English and Arabic).
- Marketing Dept coordinator of Balance scorecard project.
- Develop and produce Digital-Card.

- Involved in developing and producing a documentary film for HB Product.
- Project leader of outer Carton design.
- Supervising HB Web-Site.

Sep 2004 - Oct 2004: Ministry of Economic and Planning

- Participated two times in the Saudi Arabia Population & Housing censusing.

July 1999-Apr 2001: Afran National food Co. (Le Croissant Shop)

- Position: Showroom Supervisor.

Software Skills:

- Enterprise Resource Planning (ERP).
- Microsoft office.
- Retail Audit Software Program.

Certificates:

	Course name	Date	Duration	Institute
1.	PMP	Nov.13	30 hr.	PSC
2.	Conflict Management	Oct.13	8 hr.	MYN Academy
3.	Brand Management	May.10	15 hr.	INTEC
4.	Project Management Professional (PMP)	Mar.10	15 hr.	IIR Middle East
5.	Skills of Administrative supervision	Feb.10	15 hr.	INTEC
6.	Marketing Strategic Planning	May.09	15 hr.	INTEC
7.	Presentation skills	Feb.08	15 hr.	INTEC
8.	Succession Planning	Feb.08	15 hr.	INTEC
9.	Planning & objective definition	Sep.06	15 hr.	INTEC
10.	Pricing skills Development	Jul.06	20 hr.	Academic Forum
11.	Marketing Strategic Planning	Nov.05	20 hr.	JICC
12.	Product Management and Development	Jun.05	24 hr.	MASADER
13.	Media Made Manageably	Oct.04	8 hr.	Starcom
14.	Retail Tracking Services	Jun.04	12 hr.	MEMRB
15.	Internal Quality Auditing (ISO)	Sep.03	15 hr.	RWTUV
16.	Marketing Planning	Feb.03	15 hr.	Halwani Bros.
17.	Operation and Production Strategies	Dec.02	15 hr.	Halwani Bros.
18.	Time management	Oct.02	20 hr.	Halwani Bros.
19.	Media Model	Mar.02	8 hr.	Starcom
20.	Dynamic Marketing Fundamental & Skills	Feb.02	30 hr.	Halwani Bros.
21.	Marketing Research and Market Studies	Jan.02	20 hr.	Halwani Bros.

Languages:

- Arabic.
- English.

All Reference Available upon request.