 Waleed Saeed Ramadan

Vila 50 Samira Mosa st el sherok city

Tel: 0226308442 Mob: 01002189133-01555888145

E-Mail: waleddidi@hotmail.com

***Objective***

Seeking a challenging and stimulating position in the field where there is a need to assure broad cooperative effort through the use of sound planning, strong administration, problem solving, and persuasion skills, where my technical as well as interpersonal skills are employed, enhanced and developed.

***Education***

* Bachelor of Commerce, Institute of Cooperation, Cairo, Egypt

Graduation Year 07/1999

***Work Experience***

**From Jan 2001 – December 2003**

**Employer**: RadioShack

**Position**: Branch Manager

**From Jan 2004 – Mar 2006**

**Employer**: Cadbury

**Position**: Key Account Rep.

**From April 2006 – Dec 2009**

**Employer**: **British American Tobacco**

**Position**: Trade Marketing Rep.

**From Jan 2010 – MAR 2014**

**Employer: British American Tobacco**

**Position**: Area Sales Supervisor – Giza

**From April 2014 – April 2015**

**Employer: TBTD (Philip Morris)**

**Position: Area Sales Manager (Minya-Fayoum -Baniswef)**

**From May 2015- Aug 2016**

**Employer: TBTD (Philip Morris)**

**Position: SAP SD KEY USER**

**From Sep 2016-April 2018**

**Employer: TBTD (Philip Morris)**

**Position: Area Sales Manager South Upper Egypt (Aswan –Luxor-Qena-Hurghada)**

**From May 2018- Jan 2019**

**Employer: Egypt foods Group**

**Position: Area Sales Manager (West Cairo)**

**From February 2019 – January 2022**

**Employer: Egypt foods Group**

**Position: Regional Sales Manager (Cairo)**

**From February 2022- December 2023**

**Employer Right foods Group**

**Position: Retail Sales Manager**

**From January 2023- now**

**Employer Prisma foods**

**Position: Regional Sales Manager**

***Responsibilities***: **Retail sales manager**

* Implement an area Trade Marketing & Distribution plan which meets the regional objectives in line with the Distribution strategy.
* Ensure that objectives in terms of availability, visibility, volume, market share, quality (e.g. RQI) and customer price of products are achieved for the area.
* Provide trade marketing competitor activity reports to ensure that the Management team are fully informed at all times.
* Provide accurate day to day forecasting to manage the supply of stock to local distributor warehouses to ensure optimal stock availability to meet demand and maximize freshness of product at the point of sale.
* Manage key customers in order to maximize volume, visibility, and in store presence within agreed budgets.
* Track and evaluate the performance of the Trade Marketing & Distribution team.
* Manage the implementation of the agreed action plans following DX/Distribution gap analysis
* Implementation and evaluation of the cycle plan objectives.

Leadership:

* Manage 3 Area Sales Manager & 15 sales Supervisor
* Manage an efficient and effective trade marketing and distribution team through on-the-job training, motivation, and coaching.

* Keep all direct reports and accordingly the TM&D staff fully informed at all times of directions and objectives plus future action plans by ensuring that regular meetings and effective ways of communication are in place.
* Create an environment where people are involved, challenged, motivated to learn from mistakes, and open to adapt to changes that develop the skills.
* Ensure that area team and trade partners are well-trained and aligned with TBTD’s Corporate Marketing Standards and well trained on TBTD systems
* Manage an efficient and effective area team through on-job training, motivation, coaching and staff development in order to deliver brand and trade programmer that are superior to the competition, and can deliver against the Trade Strategy.
* Ensure that regional teams comply with the Occupational Safety and Health Act.

Management:

* Manage the distribution of company brands through productive distributor relationships at branch level in order to ensure that availability is maximized in the trade.

* Meet availability, visibility, volume, quality, and customer price targets within respective area.
* Provide trade marketing information and reports on performance to ensure that the Trade Marketing & Distribution team is fully informed at all times.
* Manage the Regional forecasts to ensure optimal stock available to meet demand and maximize freshness of product at the point of sale.
* Implement trading terms and conditions policy across the strategic channels to enhance brands volume and profitability within company objectives.
* Manage key customers through the development and implementation of account strategies and plans in order to maximize volume and in store presence within agreed budgets.
* Implement an investment approach as outlined in the strategy & operational plan in order to achieve maximum in store visibility and awareness for our drive brands.
* Ensure that branch offices, company assets, and other trade marketing resources are secure and used in the most effective and efficient manner possible.

***Responsibilities: SAP SD KEY USER***

* SAP Sales and Distribution module support for all employees in sales area;
* Solving all problems regarding SD module: errors, document flow problems,, pricing, printing problems etc.;
* Writing documentation on processes for all employees in the sales area;
* Checking how employees follow documentation;
* Training with new employees regarding the sales processes;
* Taking part in the new developments, as key user: testing, reporting errors to external consultants, informing employees on the new functionalities;
* Creating and maintain all commercial and marketing campaigns and offers in SAP SD for company’s clients;
* Running daily reports for Sales Department;
* Create, maintain all customers and vendors;
* Create and use of LSMW functionality for import of data into the SAP systems.

***Qualification***

**Arabic** Native speaker

**English** Very Good

***Computer Skills***

* Microsoft Word
* Microsoft Excel
* Microsoft Power Point
* Microsoft Outlook
* SAP System ( sales module )

***TRAINING COURSES ATTENDED***

Handling Objection

Negotiation Skills

Managing Key Accounts

MXS (Marketing Excellence Series) Under BAT

POSITIVE Sales Excellence/ BAT

Implementation (7 month SAP Consultant SD)

I am studying) MBA) Global Business in Eslsca School

***Personal Data***

* Date of Birth: 26/07/1979
* Place of Birth: Cairo – Egypt
* Marital Status: Married.

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