

AHMED SAMIR SWEILEM

SALES MANAGER

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Saudi Arabia

SUMMARY

- Dynamic Sales Manager with over 15 years of experience in retail operations, sales management, and team leadership across leading brands in Saudi Arabia. Proven track record in driving sales growth, optimizing showroom performance, and developing innovative strategies to exceed targets. Adept at managing large teams, overseeing new store openings, and delivering comprehensive staff training to enhance productivity and customer satisfaction. Strong problem-solving skills, with a focus on continuous improvement, operational efficiency, and delivering bottom-line results. Skilled in performance analysis, strategic planning, and maintaining high standards of service across all levels. Some products were suggested to enhance sales based on understanding customer needs, which significantly contributed to increasing sales by 13%.
- Developed the sales department with a proposal for the Riyadh and Eastern regions in 2016 and 2017 at Deraah Company, which greatly contributed to establishing a chain of specialized care stores (Laboutie

EXPERIENCE

Sales Operation Manager

June 2024 – Present

Al Majid Oud Company | Saudi Arabia

- Leading and managing sales teams across multiple regions to achieve and exceed sales targets.
- Analyzing sales performance data to identify trends, areas for improvement, and opportunities for growth.
- Developing and implementing strategic sales plans to drive revenue and market share.
- Ensuring effective inventory management, reducing stock shortages and optimizing product availability.
- Preparing and presenting detailed sales reports to senior management.

Regional Director of Learning and Development

Jan 2022 – May 2024

Deraah Company | Saudi Arabia

- Led the design and execution of training programs to enhance the skill set of new and existing employees.
- Managed the training life cycle from onboarding to ongoing development, ensuring alignment with corporate goals.
- Implemented the LEARNING MICRO methodology to improve training effectiveness and knowledge retention.
- Continuously updated training materials to reflect industry trends and technological advancements.
- Monitored performance improvement plans (PIP) for underperforming staff and facilitated their development.
- Contributed to the PDP vendor development process, improving vendor performance and consistency.

Sales Manager

Sep 2018 – Dec 2021

Deraa Perfumes Company | Saudi Arabia

- Analyzed sales results from new showrooms and developed targeted action plans to improve underperforming locations.
- Conducted performance reviews for showroom supervisors and provided detailed feedback and coaching.
- Tracked key sales performance indicators such as average invoice values, customer footfall, and sales growth.
- Led the opening and setup of new showrooms, ensuring compliance with brand standards and visual merchandising guidelines.
- Collaborated with the product management team to optimize product placement and assortment across locations.
- Improved customer satisfaction by enhancing service quality and addressing client feedback promptly.

Director - Body Care (Beauty)

Jun 2016 – Aug 2018

Deraah Company | Riyadh, Saudi Arabia

- Strategic Planning and Execution: Formulated and executed strategic plans to maximize the performance of the Body Care department, leading to a 30% increase in sales and profitability over two years.
- Developed and executed strategic plans to maximize the performance of the Body Care department.
- Managed the full product lifecycle, from product introduction to end-of-life, ensuring strong sales and profitability.
- Trained and mentored department supervisors, ensuring they met departmental goals and aligned with the company's vision.
- Monitored monthly and yearly performance metrics to ensure the department met financial and operational targets.
- Led cross-functional teams in the execution of new product launches and promotions, ensuring seamless implementation.

Country Sales Manager

Sep 2012 – Sep 2015

Zohoor Alreef Company | Bahrain

- Oversaw the launch of new showroom locations, including site selection, staff recruitment, and grand openings.
- Set and achieved aggressive sales targets by implementing effective marketing and sales strategies.
- Coordinated with suppliers to ensure optimal stock levels and timely replenishment across all locations.
- Conducted regular performance reviews and developed action plans to address areas of improvement.
- Maintained close relationships with key clients, ensuring a high level of customer satisfaction and loyalty.
- Achieved the best sales in 2015 at Zohoor Alreef Company, where the Bahrain region reached 132% of the overall target

Sales Supervisor

May 2010 –Aug 2012

Zohoor Alreef Company | Jeddah, Saudi Arabia

- Supervised day-to-day operations of sales teams, ensuring the achievement of daily and monthly sales goals.
- Trained and mentored junior sales staff, enhancing their sales techniques and customer service skills.
- Assisted in managing inventory, ensuring product availability and proper stock levels to meet customer demand.
- Monitored individual and team performance, providing constructive feedback to drive continuous improvement.

Sales Specialist

Nov 2007 – Apr 2010

Zohoor Alreef Company | Madina, Saudi Arabia

- Delivered exceptional customer service, consistently meeting and exceeding sales targets.
- Assisted in maintaining product displays and ensuring the showroom was visually appealing and well-organized.
- Built strong customer relationships, providing personalized recommendations and support to drive repeat business.
- Worked closely with the management team to identify opportunities for upselling and cross-selling.

EDUCATION

Bachelor of Science in Marketing

- Fayoum University | Fayoum Oasis, Egypt | 2006

CERTIFICATIONS & COURSES

- Training of Trainers – Samir Benten (2022)
- Supervisory Skills in Sales Development – (2023)
- Operations Management and Loss Prevention – (2023)
- Strategic Planning for Companies – Jeddah
- Performance Indicators Analysis and Development – (2023)
- Microsoft 365 and Excel – (2023)

SKILLS

- Sales Leadership and Strategy
- Team Development and Management
- Training and Development
- Operations Management
- Profit and Loss Accountability
- Customer Relationship Management
- Performance Analysis
- Merchandising and Visual Display
- Communication and Collaboration
- Microsoft Office Suite (365, Excel, PowerPoint, Power BI)
- Creative Problem Solving
- Strategic Planning

LANGUAGE

- **Arabic** : Native
- **English** : Good