

SAMPLE CV

+971 | @gmail.com

- Senior Distribution & Sales Management Expert -

Innovative, and highly networked senior professional with over 18 years of successful management of Luxury Brands in the Middle-East markets. Steered world-renowned brands of the likes of Gucci, Burberry, Hugo Boss, Calvin Klein, Chloe, Marc Jacobs, Bottega and many more to top position. Positively shaped the strategy, control and end to end execution aspects of regional, and local distribution system. **Operates P&L of more than 100 Million USD per annum.**

CORE SKILLS & COMPETENCIES

- Strategic & Tactical Vision
- P&L, Revenue Generation
- Turnaround Management
- Distribution Operations
- Sales & Marketing Leadership
- Regional Distribution & Travel Retail
- Staff Motivation
- ROI Expert
- Training & Development

SIGNIFICANT ACCOMPLISHMENTS

- ✓ **Head of Distributor Operations:** Recognized for efforts in “Turkey Distribution Consolidation” that not only amalgamate brands with top notch partners, but also opened avenues for favourable commercial terms and price structure negotiation. *Additionally –*
 - Boosted the sales mechanically by 11% and generated extra 5 margin points of bottom line. Owing to the success of Distribution Consolidation in Turkey, tasked to roll-out the model in other countries.
- ✓ **Regional Head – Value Distribution: Enhanced company's net profit with 9 margin points in time of 2 years** by initiating merging and streamlining of the lower trade business. Boosted company revenues by restructuring of pricing and distribution strategies. **Improved profitability for the company** by introducing and implementing the **Floor Price System**.
- ✓ **Division Manager – Fragrances: Expanded UAE market sales by 37%** while exceeding market growth trend & established budgetary parameters. Holds credit of **securing brand positioning across UAE channels** while successfully **targeting Power Retails including Sephora and Al Tayer**.
- ✓ **Department Manager - Travel Retail: Improved overall profitability** by expanding division sales by 30% in time span of just 3 years from 23M\$ to 30M\$.
- ✓ Successfully appointed as **Sales Capability Leader:**
 - Functioned as ‘**Certified International Trainer**’ at **COTY post completion** of an intensive course; positively influenced the capabilities of the sales team across Middle East region.
 - **Delivered 2 days sales capabilities training ‘Inspirational Selling’** several times to enhance cross divisional team sales skills.

PROFESSIONAL EXPERIENCE

COTY | Dubai, UAE, Oct 2007 onwards

Head of Distributor Operations

Oct 2018 – Present

Overview: Enabled mutual growth over the period of 12+ years, generating profitability for the company to new heights while growing from Area Manager-Travel Retail to Head of Distributor Operations after several promotions in positions like Department Manager, Division Manager and Regional Head.

Selected Accomplishments:

- ✓ **Strategized and directed distribution operations across 11 countries (23 Distributors) with full P&L and budgetary accountability (above 100M USD)** involving designing go-to-market strategy and directing sales.
- ✓ **Delivered an extra 11% in sales with 5 margin points of bottom line** for Turkey by directing ‘Distributor consolidation project’ that involved reducing consolidated distributors from 3 to 2 providing scope for renegotiations of the pricing structures.
- ✓ Lead design, development and implementation of the annual budgets and sales & operation planning (S&OP) for enhancing overall profitability.

PROFESSIONAL EXPERIENCE CONTINUED

Regional Head – Value Distribution**Oct 2016 – Sep 2018**

Overview: Lead further evaluation of the distribution network and highlighted the hindrances in business expansion. Ideated counter measures to streamline the expansion. Headed design, development and implementation of a new route to market, which was also recognized as a global best practice. Accelerated restoring of non-performing operations to a turnaround success.

Selected Accomplishments:

- ✓ **Enhanced company's net profit with 9 margin points in time of 2 years** by initiating merging and streamlining of the lower trade business. Boosted company revenues by restructuring of pricing and distribution strategies.
- ✓ Fostered establishment of a new unit along with responsibility for commercial growth initiatives and structuring traditional and non-traditional sales channels for the entire region.
- ✓ **Improved profitability for the company** by introducing and implementing the **Floor Price System**.

Division Manager**Jan 2014 – Sep 2016**

Overview: Extensively contributed in inception of COTY's first affiliate in the ME by establishing operations across strategically vital UAE division with P&L accountability. Maximized revenues, investments and ROI resulting in overall enhancement in the bottom-line performances.

Selected Accomplishments:

- ✓ **Expanded UAE market sales by 37%** while exceeding market growth trend & established budgetary parameters.
- ✓ Successfully **diminished DSA**, minimized costs and enhanced cash flow through the operations.
- ✓ Holds credit of **securing brand positioning across UAE channels** while successfully **targeting Power Retails including Sephora and Al Tayer**.

Department Manager - Travel Retail**Jul 2010 – Dec 2013**

Overview: Embraced a challenging role of managing and ensuring growth of the Middle East and Egypt based accounts, which later progressed as the 2nd largest area account following Dubai Duty Free (which is the world's largest Duty-free retailer). Lead, motivated and managed team of Sales Area Managers involved in sales strategy execution, sales operations management, new market penetration, brand & product management, vendor management, and channel management.

Key Responsibilities:

- **Augmented overall profitability by expanding division sales by 30% in time span of just 3 years from 23M\$ to 30M\$.**
- Structured a skilled team by hiring new people during the economical financial crisis which eventually resulted in establishing COTY's market supremacy/status as number 1 supplier of the time and dominated the market share.
- Extensively contributed in **attaining exceptional success in Egypt**, which persuaded the competition to replicate.
- Significantly contributed in **introduction of the brand/line rationalization techniques** while enhancing overall area market share and ranking

Area Manager-Travel Retail**Oct 2007 – Jun 2010**

Overview: Innovated and implemented expansion program in sync with the company vision and targets to accomplish sales growth resulting in overall profitability.

Selected Accomplishments:

- ✓ Achieved **growth in the product portfolio from 18M\$ to 23M\$ also enhanced sales by 27% in 3 years even after crisis faced during 2009** by targeting horizontal growth accomplished through successful brand and market expansion.

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Area Manager | Amore Pacific | Dubai, UAE

Jan 2003 – Sep 2007

Overview: Worked towards expanding the organizational reach and product awareness in the targeted markets by the way of creating new sales pipelines and establishing distribution networks

Selected Accomplishments:

- ✓ Drove targeted marketing and promotional activities in 9 countries for the local market/Travel Retail.
- ✓ Built brand visibility by securing key PoS and increasing merchandising space.
- ✓ Served in a leadership role during the launch of "L", the 2nd feminine fragrance by Lolita Lempicka.
- ✓ Recorded attainment of desired sales in perfume portfolio: Parfums Lolita Lempicka & Castelbajac Parfums.

EARLIER EXPERIENCE

YSL Beaute Gazzaz & Co | Brand Manager | Jeddah, Saudi Arabia

Jan 2001 – Dec 2002

Custom Clearance Agent | Alexandria, Egypt

Jun 2000 – Dec 2000

EDUCATION

Bachelor's Degree in Commerce | Alexandria University, Egypt

1999

PROFESSIONAL ENHANCEMENT INITIATIVES

Training Programs

- ✓ Advanced Management Program | École supérieure des Affaires, ESA, Beirut
- ✓ Situational Leadership | Center for Leadership Studies, Franklin Covey
- ✓ Advanced Negotiations Skills (In-house training)

Corporate Events

- ✓ Planned, conducted and represented **Distributor conference for communication and execution of distribution related objectives and the strategy for CY19.**
- ✓ Middle East Duty Free Conference | Commercial Delegate, Coty | 2008-2012
- ✓ Tax Free World Exhibition | Exhibitor Pacific Creation, Cannes | 2003-2006
- ✓ Tax Free World Exhibition | Commercial Delegate, Cannes | 2001-2002

PERSONAL DETAILS

Linguistic Ability: English, French & Arabic

Nationality: Egyptian