



## Mohamed Zabad

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Nationality: Lebanese

Country: Lebanon

Marital Status: Married

Results-driven sales performer with a solid history of success in bringing in new customers, managing revenue streams, and maintaining solid account relationships. Continuously monitor competitors and research market conditions to stay responsive and successful in dynamic environments. Persuasive negotiation and program management abilities. Performance-oriented sales leader offering an exceptional record of achievement over 21 – years of career. Tenacious manager with a strategic and analytical approach to solving problems, bringing in customers, and accomplishing profit targets. Talented in identifying and capitalizing on emerging market trends and revenue opportunities. Service-oriented Sales Manager with more than 7 years of experience developing relationships and partnerships, servicing accounts, and boosting profits.

Strategic and analytical with motivational leadership style and expertise in building new network connections, promoting products, and expanding territories.



### Skills

- Business growth and retention
- Brand-building strategies
- Performance tracking and evaluation
- Business development
- Contract Negotiations
- Sales reporting
- Business 2 Business
- Direct sales
- Review of contracts
- Business development and planning
- Analytical problem solver
- Sales presentations
- Accomplished manager



## Work History

**April 2021-April 2022**

**Current      Business Development Manager**  
**Matilda Rozi Limited Co. Nigeria**

- Developing different departments and establishing a suitable system to enhance the structure of a business.
- Open a new sales channel to get maximum market share.
- Contacting new suppliers and negotiating the FOB prices and different types of built-in appliances and freestanding as well.
- Visiting and evaluating different showrooms containing different brands and products to evaluate and report to top management.
- Planning to open a B2B department containing multi brands.
- Estimate cost for building materials
- Contact foreign and local suppliers for new brands.
- Build a strategic structure for the company.
- Create a company profile
- Create a business plan.

### **Factory Director**

**Matilda Rozi Limited Co, Nigeria (Furniture House Factory)**

- (Furniture, Kitchens, Paints, Upholstery, and Textiles)
- Find a new source for raw materials
- Negotiate and discuss new brands with foreign suppliers and locals.
- Evaluate the current factory situation and send reports to the owners.
- Strategical plan for new factory management and structure.
- Discuss the suitable budget with owners.
- Study P&L to be presented to the owners.



## Work History

**Nov 2012 - Sr. Sales Manager**  
**Until Nov 2019**

**Ali M.TH. Al Ghanim & Sons General Trading Co. Shuwaikh Industrial Area, Kuwait**

- Achieved dramatic sales increase by skillfully managing relationships and proactive sales approaches.
- Established ambitious sales targets, managed deployment strategies and developed go-to-market plans to capitalize on every revenue opportunity.
- Collaborated with internal teams and suppliers to evaluate costs against expected market price points and set structures to achieve profit targets.
- Monitored customer buying trends, market conditions, and competitor actions to adjust strategies and achieve sales goals.
- Increased sales volume by expanding product lines to new retailers and new products.
- Communicated the progress of monthly and quarterly initiatives to internal and external sales teams.
- Communicate with foreign suppliers to achieve business requirements.
- Negotiate price strategies, and foreign suppliers in a different type of business.
- Negotiate prices with local suppliers.
- Present suitable products and bring new agencies from Europe.
- Negotiate budget P&L with top management.

**Jun 1996 - Product Manager**

**Oct 2012 Andalus Trading Co. Kuwait, (SAMSUNG)**

- Developed and implemented favorable pricing structures balancing firm objectives against customer targets.
- Liaised with clients to develop a deep understanding of business needs and the current market landscape.
- Monitored market trends and competitor performance and analyzed gaps to update promotional strategies and maximize sales.
- Managed benchmarks, product demonstrations, and testimonials for performance evaluation.
- Coordinated innovative strategies to accomplish objectives and boost long-term profitability.

## Education

1992	High School
2010	Diploma in Business Skills with Marketing and Public relations.
2011	Pitman Institute, Kuwait City.