

# Mohamad El Malla

Beirut, Lebanon

0096170922449 • MohamadElmalla85@gmail.com

## Personal statement

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A results driven professional who has over ten years sales experience in highly competitive environments.

A talented business developer, who can aggressively drive sales growth and profits by developing a friendly, well trained sales team who are always highly visible to customers and responsive to their needs.

A quick learner, able to easily adapt to changing scenarios and new ideas. Looking for a suitable position within a company that offers the ability of developing capabilities and personal growth.

## Key Skills

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- Business development and expansion
- Market Planning and positioning
- Multi-channel product distribution
- Sales team building and leadership
- Key account relationship management
- New Product Launches
- Executive negotiations and presentations
- Cost Management
- Data Analysis
- Sales reporting
- Client relations
- Performance improvement

## Employment History

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### Sales Manager, Proship Logistics, Lebanon

*(January 2023-Present)*

Achievements and responsibilities:

- Lead and manage the sales department.
- Ensure Sales targets are achieved
- Coordinate with different business units in preparing Quotations, Tenders, Proposals and Supply Agreements in a clear and concise manner.
- Organize and conduct meetings related to Quotations, Tenders and Proposals.
- Prepare business solutions & shipping requirements contracts & follow up until business is gained
- Grow existing customers, and identify potential customers to generate new business

- Understand all aspects of customers' business needs, network within customer's organization to explore business development opportunities
- Provide tailor made solutions to new and existing clients based on the requirements and operational capability of the company.
- Negotiate customer claims, initiate billing adjustments
- Secure major corporate deals.
- Contribute to the pricing strategy of the company by identifying market trends
- Lead the implementation of projects and campaigns to promote and increase business
- Develop new pricing strategies
- Motivate the Sales Force and monitor the performance and pipeline reports

### **Store Manager, Lena Sport, Lebanon**

*(September 2013 – December 2022)*

Achievements and responsibilities:

- Increase Sales and Revenues
- Manage Stock Inventories
- Participate in Events to Drive Brand Growth
- Research And Analyze Sales Opportunities
- Implement Store Promotions
- Stock Management Software Entry
- Team Management
- Team Recruitment, Training and Development
- Manage and Analyze Financials
- Products Merchandising
- Overview Procurement Cycle

### **Sales Supervisor, The Athlete's Foot (TAF), Lebanon**

*(July 2011 – August 2013)*

Achievements and responsibilities:

- Sell Products
- Increase Sales and Revenues
- Achieve Sales Goals
- Manage Stock Inventories
- Participate in Events to Drive Brand Growth
- Research And Analyze Sales Opportunities
- Stock Management Software Entry
- Team Management

## **Senior Sales, Lena Sport, Lebanon**

*(January 2009 – July 2011)*

Achievements and responsibilities:

- Sell Products
- Increase Sales and Revenues
- Manage Stock Inventories
- Participate in Events to Drive Brand Growth

## **Sales Representative, Sweet Factory, Lebanon**

*(June 2005 – December 2008)*

Achievements and responsibilities:

- Sell Products and Services
- Increase Consumer Engagement
- Drive Brand Growth

## **Education**

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### **Lebanese International University, Lebanon**

*(June 2005 – June 2009)*

- BA in Public Relations

### **Lebanese University, Lebanon**

*(September 2002 – July 2004)*

- Social Sciences

## **Languages**

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- Arabic: Native Language
- English: Fluently written and spoken
- French: Basic written and spoken

## **Computer Skills**

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- MS Office (word processing, Excel, Power Point, outlook)
- Website content management
- Data Analysis