

Mahmoud Mohamed Saad

Sales Director

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Summary

Dynamic and results-driven sales director with over 15 years of experience in driving revenue growth and building strong customer relationships. Adept at developing and implementing strategic initiatives that enhance market presence and foster client loyalty. Seeking to work in an environment that is conducive to my intellectual, professional, and personal growth, where I can contribute significantly to the growth of the team/organization with strong experience and expertise leading to success.

Experience

Sales Director – 2025 – Present

Hospitality Pro Company, Riyadh, Saudi Arabia

- lead and drives sales performance across two main business segments Catering Services (corporate, events, VIP, and large-scale functions). Coffee Shops, Pastry & Bakery (retail and B2B supply).
- Strategic management of key accounts such as the Ministry of Defense, Ministry of Energy, and Al Nassr Club.
- Develop and execute sales strategies for catering and bakery/coffee shop segments.
- Lead, coach, and evaluate the sales team to meet monthly and annual targets.
- Build and maintain strong relationships with key accounts (government entities, large corporations, and sports clubs).
- Identify new business opportunities and oversee negotiations of contracts and MOUs.
- Monitor market trends, competitor activities, and adjust strategies accordingly.
- Oversee pricing, proposals, and profitability analysis to ensure sustainable growth.
- Collaborate with operations, kitchen, and finance to ensure seamless execution.
- Provide regular reports on sales performance, forecasts, and pipeline.

Sales Director – 2024 to 2025

Amal Al Khair Poultry Holding Company, Riyadh, Saudi Arabia

- Formulate a comprehensive business strategy encompassing sales, revenue generation, and expense management.
- Establish a high-performing sales team, fostering an environment conducive to revenue expansion.
- Achieve a revenue increase from 63 million SAR to 81 million SAR within the first year.
- Enhance profitability from 5% to 10.52% through the exploration of new sales channels.
- Maintain alignment with overarching corporate goals and objectives.
- Elevate customer acquisition and retention by introducing a flexible incentive program and optimizing CRM usage.
- Streamline the sales process through the implementation of efficient stages.
- Expand market presence in key regions, significantly increasing market share across the Kingdom of Saudi Arabia.
- Boost return on investment (ROI) from 3.5 million to 5.8 million by refining sales strategies.
- Allocate resources effectively to optimize overall financial performance.

Sales Director – 2022 to 2023

B&S Group, Riyadh, Saudi Arabia

- Crafted and implemented a strategic business plan focused on optimizing sales, revenue, and expense management.
- Established and developed a high-performing sales team by hiring and training 32 professionals, including both sales representatives and managers.
- Generated impressive sales revenue of 132,000,000 SAR within the first year.
- Defined and communicated individual sales targets to team members to enhance performance.
- Monitored and evaluated sales metrics, providing regular updates to stakeholders.
- Supervised the sales team's activities and performance to ensure alignment with business objectives.
- Collaborated with the marketing department to boost lead generation initiatives.
- Enhanced team capabilities through motivation, mentoring, and comprehensive product training.
- Championed the organization and its offerings to elevate market visibility.
- Conducted customer analysis to identify ideal client relationships with products.
- Partnered with finance and marketing leaders to align on key strategic initiatives.
- Led the implementation of software solutions, including Oracle ERP and Salesforce (Mira), to improve operational efficiency.

National Sales Manager – 2020 to 2022

B&S Group, Riyadh, Saudi Arabia

- Led the sales team to achieve sales objectives across all regions in Traditional Trade.
- Crafted a strategic business plan focused on sales, revenue generation, and expense management.
- Attained established sales goals consistently.
- Defined individual performance targets for team members.
- Monitored sales metrics and provided necessary performance reports.

- Supervised team activities and evaluated overall performance.
- Collaborated with marketing to enhance lead generation efforts.
- Delivered ongoing training programs to enhance team skills and product knowledge.

Regional Sales Manager – 2019 to 2020

National Confectionery & Tahina Factory Company (Tema), Jeddah, Saudi Arabia

- Directed and nurtured the regional sales team to meet targets across Jeddah, Mecca, and Taif.
- Developed a business plan emphasizing sales, revenue growth, and expense management.
- Achieved planned sales goals while establishing and reviewing individual performance targets.
- Oversaw team activities and collaborated with marketing for effective lead generation.
- Provided ongoing training to enhance product knowledge and inspire team members.
- Partnered with key departments, including finance and marketing, to fulfill critical objectives.
- Evaluated market data and trends to create insightful reports and promote existing brands and new products.

Regional Sales Manager – 2018 to 2019

National Confectionery & Tahina Factory Company (Tema), Khamis Mushait, Saudi Arabia

- Managed six areas (Abha, Khamis Mushait, Mahayel, Bisha, Najran, Jizan) with a team of eleven salespeople, including direct distribution, wholesale, modern trade, and food service.
- Developed regional sales strategies and quotas aligned with business objectives while evaluating store and individual performance.
- Collaborated with Store Managers to enhance daily operations and reported on regional sales outcomes.
- Forecasted quarterly and annual profits, preparing and reviewing the annual budget for the region.
- Identified staffing needs, facilitated the selection and training of new sales personnel, and analyzed market trends to uncover growth opportunities.
- Coordinated with various company functions to ensure the achievement of sales targets and proposed new services, products, and innovative sales techniques to enhance customer satisfaction.

Area Sales Manager – 2017 to 2018

National Confectionery & Tahina Factory Company (Tema), Tabuk, Saudi Arabia

- Formulated and implemented sales strategies to drive growth in the Tabuk and Sakaka areas, overseeing a team of six salespeople across various distribution channels.
- Established and optimized a distribution network to enhance sales performance while maintaining relationships with existing customers for repeat business.
- Conducted market research to analyze competitors and trends, contributing innovative ideas to strengthen market presence.
- Fostered a sales-centric culture within the team by providing training, feedback, and opportunities for professional development.
- Developed and executed creative promotional strategies and performance improvement plans to achieve sales objectives and recognize employee contributions.

Area Sales Manager – 2012 to 2017

ELSHAMADAN Company, Asyut City, Egypt

- Oversaw and guided the sales team within an assigned territory, establishing achievable sales targets and fostering a motivated environment to exceed these goals.
- Monitored team performance and collected customer feedback, providing insights to senior management for strategic decision-making.
- Engaged with customers through various channels, including phone, email, and in-person meetings, to enhance sales and build long-term relationships.
- Implemented a sales management process to help the team identify and prioritize key customers and prospects effectively.

Sales Supervisor – 2008 to 2012

ELSHAMADAN Company, Asyut City, Egypt

- Managed sales operations and led the sales team in executing strategies to maximize product and service sales while building a new customer base and retaining existing clients through prompt service.
- Oversaw the maintenance of customer databases and supervised the accounts receivables team to ensure timely collections.
- Analyzed field reports and competitor pricing strategies to prepare comprehensive sales documents and enhance overall sales effectiveness.

Sales Representative – 2005 to 2007

ALTAYSEAR Company, Asyut City, Egypt

- Promoted and sold products and services to existing and prospective customers, utilizing effective arguments and conducting cost-benefit analyses to address their needs.
- Developed and maintained positive business relationships while proactively reaching out to new customer leads through cold calling.
- Coordinated sales efforts with team members and other departments, providing management with insights on customer needs, competitive activities, and opportunities for new products and services.

Education

Bachelor of Law – 2005
Asyut University, Egypt

Certificates & Courses

- **Negotiation Skills Masterclass** - Business, Contract, Salary, Udemy
- **Certified Strategy Specialist**- Ongoing
Learn strategy from the author of "Strategic Planning and Execution from A to Z," Book, Application, and Free Models - Ongoing
- **3-in-1 Marketing Diploma** - Key Insights from an MBA, Udemy - Ongoing
- **Best-Selling and Highly Rated Arab Management Course**
Everything you need in 109 hours, essential for any investor, manager, and marketer, featuring 20 practical courses, Udemy
- **Diploma in General English Level 12** - Cambridge University, Winning Egypt
- **Marketing Management Course** - American Intercontinental University
- **Human Development Program (Soft Skills) Course** - Strategic Planning
- **Cisco IT Essentials: PC Hardware and Software**
- **Courses on Computer Literacy & Information Technology** - Asyut Government
- **CSM Certified Sales Manager** - Harvey Business School

Skills & Expertise

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| <ul style="list-style-type: none">• Sales Strategy• Customer Relationship• Team Leadership• Market Analysis• Business Development• Customer Retention• Performance Monitoring• Strategic Planning• Negotiation Skills• Revenue Growth | <ul style="list-style-type: none">• Account Management• Database Management• Marketing Strategy• Communication Skills• P&L Management• Budgeting & Forecasting• Sales Forecasting• Cross-functional Leadership• Client Engagement• Stakeholder Management |
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Languages

Arabic: Native| **English:** Fluent