

Mohammed Khalil

Sales, Trade Marketing and Business Development Management

Accomplished and results-driven FMCG professional with over 20 years of experience in business development, trade marketing, and revenue growth. Expert in capitalizing on market opportunities to maximize category ROI, drive brand expansion, and build strong key account partnerships. Adept at leading high-impact in-store activations, maintaining brand excellence, and executing customer marketing, sales, and distribution strategies. A strategic and self-motivated leader with a proven ability to build, mentor, and inspire high-performance teams to consistently exceed targets.



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22 October, 1978



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AREAS OF EXPERTS

Strategic Sales Planning

Key Account Management

Market Penetration, Distribution

Trade Marketing Management

Sales, BDA's Negotiation

New Product Launch

Team Leadership & Development

Market research & Trends analysis

Brand Development & Growth

Marketing Mix Strategy

P&L, Budgeting & Forecasting

Merchandising & BTL Activity



WORK EXPERIENCE

Global Business Development Sr. Manager

TRIDGE

08/2021 - Present

Jeddah, Saudi Arabia

<https://www.tridge.com/>

Responsibilities

- Spearhead the development of a safe, efficient, and performance-driven global trade ecosystem in alignment with TRIDGE's mission and strategic objectives.
- Define and implement successful trade deal frameworks by enhancing collaboration between importers, exporters, and HQ.
- Establish and expand TRIDGE's market presence in GCC from the ground up, including client activation, seasonal forecasting, category expansion, and negotiation of long-term programs, achieving consistent growth.
- Build and nurture strategic relationships with local importers, global exporters, and key stakeholders to drive smooth operational execution, proactively addressing performance gaps against KPIs.
- Conduct market trend analysis, insights, and assess competitor activity to identify and capitalize on new growth opportunities.
- Strengthen the company's market intelligence capabilities through comprehensive research initiatives, gathering and leveraging critical suppliers and buyers information for strategic planning.

Contact: Alex Ann - +821098363112

Market Development Manager - KSA

Cool & Cool - ABC International Ltd.

07/2018 - 06/2021

Jeddah, Saudi Arabia

<https://www.coolandcool.ae>

Responsibilities

- Developed and executed the annual business development plan by setting key targets across sales, distribution, coverage, projects, product launches, forecasting, and budgeting in collaboration with principals and distributors.
- Planned and implemented channel activation programs, promotions, merchandising initiatives, planograms, and trade marketing campaigns to drive brand visibility, sales, and market share, ensuring full alignment with brand strategies.
- Maximized ROI by tracking and analyzing trade spend versus budget, negotiating trade marketing agreements and BDAs to optimize visibility and sales across all channels.
- Successfully penetrated key market channels across KSA, including Modern Trade (MT), Pharma, Fashion Retail, and Wholesale (WS), leading top account negotiations and in-market activations with targeted product assortments.
- Consistently achieved annual sales targets and KPIs by partnering closely with distributor teams to develop and implement Annual Operating Plans aligned with corporate growth strategies.

Contact: Faizan Sangani - +971529933344

National Sales Manager - KSA

Bateel International LLC.

06/2015 - 05/2018

https://bateel.com/en_sa/

Riyadh, Saudi Arabia

Responsibilities

- Built and led a high-performance sales team, driving functional planning, workload management, and performance optimization.
- Spearheaded brand growth and exceeded profitability targets by designing and executing comprehensive sales, coverage, and distribution strategies aligned with corporate objectives.
- Developed accurate sales forecasts segmented by product, region, and channel, in line with approved business plans, Led successful market penetration and securing KA BDA's across retail and food service sectors, with a focus on cost efficiency.
- Strengthened business sustainability through strategic key account management, business development activities, and promotional calendar planning.
- Improved operational productivity by enhancing route plan alignment and updating coverage cycles based on market dynamics.
- Bridged skill gaps by delivering monthly sales and distribution performance reviews and presenting quarterly business reviews to board members with actionable growth plans.

Contact : Mohamed Ali - +971562887935

Trade Marketing Manager

Gandour

04/2013 - 05/2015

<https://www.gandour.com/>

Jeddah, Saudi Arabia

Responsibilities

- Led the development and execution of category sales targets and forecasts in collaboration with the sales team, ensuring strict alignment with the category development plan and budget compliance.
- Conducted in-depth qualitative and quantitative analysis of consumer behavior, brand health, and competitor activities to drive strategic decision-making and optimize brand and category performance.
- Performed regular market visits to monitor execution standards across distribution, pricing, and promotional activities, identifying growth opportunities and implementing corrective measures.
- Designed and implemented effective sell-in and sell-out programs, including major promotional campaigns, to accelerate product off-take across all trade channels.
- Developed and maintained category-specific merchandising planograms and execution standards, coaching merchandising teams to ensure excellence in in-store execution.
- Fostered strong collaboration with external agencies to support flawless activation and promotional deployment in line with brand strategies.

Contact : Ahmed Zahrani - +966505781911

Trade Marketing Manager

PepsiCo - Pepsi Beverages Company

02/2009 - 03/2013

Riyadh, Saudi Arabia

Responsibilities

- Developed and executed the Annual Operating Plan (AOP) activity calendar by channel, collaborating closely with the marketing team to manage push/pull initiatives, customer programs, and sales tool rollouts.
- Delivered competitive market insights by analyzing ACNielsen reports and competitor intelligence, including activities, pricing strategies, and innovations, to support senior management's strategic decisions.
- Oversaw new product launch operations, monitoring pipeline forecasts and recommending optimized package and pricing strategies to maximize market impact.
- Acted as a critical link between sales and marketing teams, providing trade marketing expertise to enhance strategic planning, implementation tracking, and incremental sales growth.
- Negotiated and coordinated with external suppliers to deliver cost-effective Point of Purchase (POP) materials and customized promotional activities, boosting in-store brand visibility.
- Planned and executed marketing calendars, loyalty programs, and merchandising performance tracking tools to drive sales volume, maximize implementation quality, and strengthen in-store presence.

Contact : Ravi Kishor - +971505567152

WORK EXPERIENCE

Sales Rep. to Unit Manager (TM&D) British American Tobacco

10/2001 - 01/2009

<https://www.bat.com/>

Cairo, Egypt

Responsibilities

- Progressed rapidly from Sales Representative (Traditional Trade) to Executive (Modern Trade), Supervisor, and ultimately promoted to Unit Manager by May 2005, demonstrating strong performance and leadership potential.
- Developed and executed trade marketing and distribution plans aligned with brand strategies and market needs, directly contributing to the achievement of regional business objectives.
- Built, coached, and motivated high-performing sales teams through structured on-the-job training, skills development, and performance management.
- Delivered on trade coverage, brand distribution, and outlet visit plans, optimizing route effectiveness and ensuring maximum product availability and visibility across all trade channels and outlet types.
- Managed financial accounts and assets efficiently, implementing merchandising and promotional account plans to achieve distribution and visibility targets.
- Fostered strong relationships with top key accounts, driving high levels of support, loyalty, and sustained business growth.

EDUCATION

Bachelor Degree in Law Ain Shams University, Cairo, Egypt

09/1997 - 06/2001

COURSES

Retail Environment Strategy (08/2015)

Logic - Associated with Bateel International LLC

Effective Project Management (10/2011)

Danatcon - Associated with PepsiCo - Pepsi Beverages Company

Sales Operational Planning and Execution (11/2010)

Pepsi AMEA Univ. - Associated with PepsiCo - Pepsi Beverages Company

Marketing Excellence Series (03/2006)

BAT Academy - Associated with British American Tobacco

Oracle Business Intelligence Program (02/2012)

Oracle - Associated with PepsiCo - Pepsi Beverages Company

Effective Business Planning (04/2011)

Icons - Associated with PepsiCo - Pepsi Beverages Company

Key Account Management (03/2010)

Pepsi AMEA Univ. - Associated with PepsiCo - Pepsi Beverages Company

Excellent Sales Fundamentals (05/2003)

BAT Academy - Associated with British American Tobacco

LANGUAGES

Arabic

Native or Bilingual Proficiency

English

Full Professional Proficiency

ACHIEVEMENTS

TRIDGE - GCC Top Region Globally (2024)

Recognized as Best Achiever with a consistently growing region, achieve \$65M sales value in 2024, 18% incremental vs YAGO.

Bateel - Top Key Accounts Activation (2015)

Negotiate and implement top key accounts BDA's, with the highest cost-efficient way and gain 15% value share in first year.

Aquafina Highest Market Share (2011)

Aquafina #1 brand in central franchise (19% vol. share and 57% contribution total KSA)

Cool & Cool - Top Fashion Retail Penetration (2020)

Negotiate and activate Baby care range in top Fashion retail accounts and gain 23% volume share in first year.

Gandour - Cup Cake Launch (2013)

Initiate & Lead the project from scratch and gain 15% vol. share with 60% WTD DIST.

British American Tobacco - Highest Growth (2008)

Participate in gaining 38% vol. share in international brands segment.