

OMAR ALWAN

Sales Manager | Business Development | Commercial Leadership

📍 Riyadh, Saudi Arabia ✉ Omarelwan94@gmail.com ☎ +966 56 412 1244  Omar Alwan

PROFESSIONAL SUMMARY

Results-driven Sales and Business Development professional with 8+ years of experience across FMCG, retail, and marketing agencies within the Saudi / GCC market.

Proven expertise in sales strategy, revenue growth, client acquisition, team leadership, and commercial performance management.

Strong background in driving KPIs, partnerships, and market expansion.

CORE SKILLS

Sales Strategy • Business Development • Key Account Management • Team Leadership • KPI Management • Client Acquisition • Negotiation • Market Analysis • Revenue Growth • CRM • Reporting & Forecasting

PROFESSIONAL EXPERIENCE

Sales Manager

Vibes Business Solutions – Saudi Arabia

2025 – Present

- Lead and execute sales strategies to achieve monthly and annual revenue targets
- Manage, coach, and monitor sales team performance to ensure KPI achievement
- Drive business growth through new client acquisition, upselling, and cross-selling
- Oversee full sales cycle including lead generation, qualification, proposal, negotiation, and closing
- Build and maintain strong relationships with key clients and strategic partners
- Analyze sales data and prepare performance reports to support management decisions
- Monitor market trends, competitors, and customer needs to identify growth opportunities

Business Development Manager

Vibes Marketing Communications Agency – Saudi Arabia

2024

- Develop and deliver partnership deals ensuring accuracy and compliance of shared data
- Collaborate with General Manager to secure renewals and manage partner agreements
- Implement negotiation strategies to win new deals and renew existing contracts
- Conduct cold calling, prospecting, and business development activities
- Maintain high sales activity levels and attend industry events and networking sessions
- Establish strategic client relationships supported by financial and stakeholder analysis

Senior Account Executive

Vibes Marketing Communications Agency – Saudi Arabia

2022 – 2024

- Developed detailed business plans to achieve sales targets and quotas
- Built and maintained long-term client and partner relationships
- Coordinated internal and external teams to ensure timely project delivery
- Managed communication between senior management and operational teams
- Monitored industry trends and company offerings to support sales growth
- Delivered strong commercial performance aligned with defined KPIs

Commercial Activity Leader

IKEA – Saudi Arabia

2019 – 2021

- Led and communicated commercial calendars and store activity plans
- Ensured high commercial execution and rapid response to market opportunities
- Collaborated with sales, logistics, and communication teams to drive store performance
- Analyzed local market trends and competitor activity to maintain brand relevance
- Delivered commercial KPIs through strategic planning and execution

Shopkeeper – Lighting Section

IKEA – Saudi Arabia

2018 – 2019

- Optimized customer shopping experience to increase sales and satisfaction
- Led and scheduled teams to ensure optimal coverage and productivity
- Managed department goals, action plans, and stock availability
- Developed team knowledge and succession planning

Sales Co-worker – Textile Department

IKEA – Saudi Arabia

2017 – 2018

- Provided customer service and actively supported sales activities
- Maintained product displays, pricing accuracy, and stock levels

Co-worker – Refill

IKEA – Saudi Arabia

2016 – 2017

- Ensured shelves were stocked, organized, and customer-ready

EDUCATION

Business Administration

Arab Open University – Riyadh, Saudi Arabia

2018

LANGUAGES

Arabic – Native

English – Professional

ADDITIONAL INFORMATION

Availability: Immediate