

ABDULRAHMAN ALNASI

SENIOR SALES & OPERATIONS SUPERVISOR | PROJECT MANAGEMENT | SUPPLY CHAIN OPTIMIZATION

Saudi Arabia | obadalnesi@hotmail.com | 0559720328

Accomplished and results-driven Senior Sales & Operations Professional with over 15 years of progressive experience across supply chain management, sales supervision, customer service, and project coordination. Proven ability to lead cross-functional teams, develop and implement strategic sales plans, streamline operations, and drive revenue growth. Adept at problem-solving, client relations, and process improvement with a strong foundation in business administration and project management. Seeking to contribute leadership and operational expertise to a dynamic organization.

AREA OF EXPERTISE

- Strategic Sales Management
- Customer Relationship Management (CRM)
- Project & Operations Management
- Supply Chain Optimization
- Business Development
- B2B Sales Strategies
- KPI Monitoring & Reporting
- Complaint Handling & Quality Control
- Team Leadership & Staff Training
- Product Placement & Merchandising
- Market & Competitor Analysis
- Inventory & Demand Planning
- Internal & External Communications
- Process Improvement

PROFESSIONAL EXPERIENCE

Business Development Officer | Saudia Dairy & Foodstuff Company (SADAFCO) 12/2025 – Present

- Manage and develop relationships with existing HoReCa customers, including hotels, restaurants, cafés, and catering businesses.
- Identify and pursue new business opportunities to expand the customer base and achieve assigned sales targets.
- Conduct regular customer visits to understand operational needs, market trends, and business opportunities.
- Present and promote the company's foodservice product portfolio to customers while ensuring alignment with customer requirements.
- Prepare quotations, proposals, and commercial agreements in line with company policies and pricing guidelines.
- Coordinate with supply chain, logistics, and customer service teams to ensure timely order fulfillment and customer satisfaction.
- Monitor sales performance, customer activity, and market developments, providing regular updates and reports to management.
- Support product launches, promotions, and category initiatives within assigned channels and accounts.
- Resolve customer concerns and follow up on service issues to maintain strong long-term business relationships.
- Maintain accurate customer records, sales forecasts, and account plans within the company's CRM or reporting systems.

Sales and Customer Service Supervisor | Aquat Food Co. (Al Baik) 2016 – Present

- Lead end-to-end supervision of sales orders and return operations to ensure efficient workflow.
- Consistently achieved sales targets (weekly, monthly, quarterly, and annually) within approved limits.
- Collaborated with operations, warehouse, and quality teams to optimize product delivery and customer satisfaction.
- Resolved customer complaints (NCM-NCS) by initiating corrective actions with cross-department coordination.
- Prepared and submitted detailed monthly reports on customer service performance and quality incidents.
- Oversaw laboratory tests, quarantine management, and customer product evaluations.
- Managed customer meetings to gather feedback and proactively address concerns.
- Developed sales strategies aligned with corporate goals to enhance revenue and market share.
- Improved communication channels to strengthen customer engagement.
- Supported product recall operations with quality assurance and documentation.
- Directed sales operations for external customers and branch locations.
- Ensured consistent availability of product stock across all outlets.
- Delivered outstanding customer service and improved satisfaction ratings.
- Maintained a clean database of customer records and contact history.
- Executed sales strategies for bulk and industrial clients.

Business Developer | Modern Insurance & Reinsurance Broker (MIB) Mar 2015 – Dec 2015

- Assessed clients' insurance needs and tailored solutions to meet requirements.
- Showcased full insurance portfolio in an attractive and persuasive manner to clients.

- Negotiated premium terms, policy conditions, and payment structures.
- Built and maintained long-term customer relationships and account portfolios.

Key Account & Sales Specialist | Bamujally United Co. (Wadi Fatma Milk, Gloria)

2011 – 2015

- Managing customer collection within a plan that includes a specific time frame.
- Visited retail outlets to monitor product placement and ensure merchandising standards.
- Developed and executed strategic sales plans to meet KPIs.
- Analyzed customer feedback, competitor activities, and sales trends for continuous improvement.
- Identified potential growth areas within retail sectors.
- Managed customer contracts including terms, renewals, and pricing strategies.
- Promoted brand awareness through marketing campaigns and in-store promotions.
- Oversaw merchandiser team performance and territory coverage.

Sales Supervisor | AlGharbiah Cement Co.

2009 – 2011

- Directed sales operations for external customers and branch locations.
- Ensured consistent availability of product stock across all outlets.
- Delivered outstanding customer service and improved satisfaction ratings.
- Maintained a clean database of customer records and contact history.
- Executed sales strategies for bulk and industrial clients.

EDUCATION

Master of Project Management (MPM) – MidOcean University | 2023

Bachelor of Business Administration (Marketing) – King Abdulaziz University | 2009

COURSES & CERTIFICATIONS

- Supply Chain Management Course
- Food Safety L4 Course
- Food Traceability
- ISO 22000:2005 Course
- ISO 9001:2000 Course
- Basics of Accounting
- OSHA Safety Training
- Effective Supervision Course
- Kaizen 5 Principles

ADDITIONAL INFORMATION

- Languages: Arabic, English
- Nationality: Yemeni