

AHMED FERWANA

ACTING SALES MANAGER | B2B SALES LEADER

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Accomplished sales leader with 18+ years of experience helping healthcare and pharmaceutical companies boost revenue, build top-performing teams, and crush sales targets. Specialising in high-impact sales strategies, key account acquisition, and process optimization that deliver sustainable growth and competitive advantage.

KEY ACHIEVEMENTS

- **Sales Growth.** Achieved 120% of target and ranked #1 company-wide by leading contract restructuring and driving quarterly growth across key accounts.
- **Team Leadership.** Led a cross-functional team across Sales, Finance, Tenders, and Data Entry; implemented KPI tracking and coaching, resulting in improved performance and consistent target delivery.

PROFESSIONAL EXPERIENCE

Acting Sales Manager, Saudi International Trading Company LTD.

Jan 2019 - June 2024

- Led performance management using KPI dashboards and monthly coaching, boosting team productivity by 35%.
- Develop and implement the overall marketing strategy aligned with the company's vision and growth objectives.
- Achieved 120% of combined sales and collection targets; ranked #1 among all company branches in April 2024.

Sales Supervisor, Saudi International Trading Company LTD.

May 2018 - Dec 2018

- Opened new B2B accounts with tailored promotions, driving revenue growth in underserved pharmacy and clinic segments.
- Reduced product stagnation by linking clients with surplus stock to new buyers, improving inventory turnover and client satisfaction.
- Trained and onboarded new hires through shadowing and real-time feedback, achieving full performance within the onboarding period."

Salesman, Saudi International Trading Company LTD.

June 2006 - Apr 2018

- Increased average order value by offering clients cross-manufacturer product solutions aligned with their needs.
- Collaborate with product, sales, and business development teams to launch and promote new products and services.

EDUCATION

Bachelor of Accounting and Economics

Mar 2001 - Nov 2005

College of Administration

- Specialization in Financial Analysis and Economic Policy.
- Research project on Exchange Rates and Trade Balances.

ADDITIONAL INFORMATION

- **Technical Skills:** Excel, Reporting Dashboards, Tender Management Platforms
- **Languages:** English, Arabic.
- **Activities/Certifications:** Certificate of Appreciation - Outstanding Performance during Seeding Phase. Attended "Global Pharmacovigilance" course – Rome, Nov 2015. Attended "Drug Development and Innovation" course – Turkey, May 2017. Attended "Leadership and Management Dynamics" workshop – Baku, Feb 2020.