



ANMAR ELKHEDHIRI

AREA SALES MANAGER

CONTACT

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Gafsa 2123 Tunisia

EDUCATION

Ecole Supérieur de Commerce Tunis
Master's degree in Management 2008
Sp: Hospitality and Tourism Management

SKILLS

- Project Management
- Business development and market research
- Sales and marketing techniques
- Time Management
- Leadership and team work
- Negotiation and communication
- MS Word, Excel, PowerPoint,

LANGUAGES

- Arabic (Native)
- English (Intermediate)
- French (Fluent)

EXTRA ACTIVITIES

- **AIESEC:** Active Member and Project Leader Participated in international exchange programs, organized seminars and conferences to foster youth development
- **Military services:** served as a Lieutenant in the Tunisian Army Ground Forces, fulfilling my national service duties.

REFERENCE

Noureddine Chetoui
Central Commercial Director
BONDIN Group and BEN YEDER Group TUNISIA
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ABOUT ME

Senior Area Manager with extensive expertise in commercial leadership, high-performing team management, and the implementation of field-driven growth strategies. Specialized in market share development, operational management, and B2B negotiation, I am a committed, results-oriented leader who places people and performance at the core of my mission to transform strategic objectives into tangible success.



WORK EXPERIENCE

Grupo Bimbo TUNISIA | Moulin d'or 2023 - 2025
Area sales Manager

As an associate in a major FMCG company in Tunisia, I developed sales and expanded the client portfolio, managed sales team assignments, supervised and coached team members, ensured smooth communication with clients and administration, met sales targets, implemented commercial plans, and proposed corrective actions to retain clients.

SOCODIS TUNISIA 2020 - 2022
sales Manager

Developing B2B markets by identifying opportunities, building strong client relationships, and expanding market presence. Skilled in creating and executing commercial strategies, ensuring efficiency, leading sales teams, and managing client portfolios to boost profitability, loyalty, and sustainable growth.

SGIA TUNISIA 2019 - 2020
Area sales Manager

I have strong experience developing B2B markets through effective Road-to-Market (RTM) strategies that ensure products reach the right customers via optimal channels. I conduct market analysis, map distribution networks, implement commercial plans, lead sales teams, and grow client portfolios to drive sustainable business growth.

2S DISTRIBUTION 2017 - 2019
Sales representative

prospecting new clients, managing direct sales in both retail and wholesale channels, ensuring customer retention through strong relationship management, and handling invoice processing to maintain accurate financial records and support smooth operations.

COMPAGRI SA 2014 - 2017
Sales development

Business developer in agriculture fertilizing, skilled in identifying market opportunities, building client relationships, and promoting fertilizer products. Experienced in designing sales strategies, managing distribution channels, and supporting farmers with tailored solutions to enhance crop yield and drive sustainable growth in the agricultural sector.

SAHARA GATE event 2012 - 2014
Manager

Event manager experienced in planning, coordinating, and executing events from concept to completion. Skilled in managing teams, budgeting, vendor relations, and client communication to ensure seamless event delivery. Focused on creating memorable experiences while meeting objectives and maintaining high standards of quality and efficiency.