

HASSAN MOHAMED HASSAN

PERSONAL DETAILS

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PROFESSIONAL SUMMARY

Results-driven sales Supervisor with extensive experience in FMCG, B2B sales, Horeca, key account management, and business operations across Saudi Arabia and Egypt. Strong background in customer relationship management, sales planning, business development, and team leadership. Adept at handling traditional trade, modern trade, wholesale, and self-service channels. Skilled in negotiation, financial control, and sales promotion strategies to drive revenue growth and market expansion. Proficient in MS Office, Oracle, and SAS with a solid understanding of logistics, supplier relationships, and market analysis. Seeking a challenging role in a growth-oriented organization to leverage expertise in sales, operations, and leadership.

EDUCATION

Bachelor's Degree in Tourism & Hotel Management - 2010

Faculty of Tourism, Suez Canal University | Ismailia, Egypt

WORK EXPERIENCE

**SALES Supervisor - KEY ACCOUNT, FOOD SERVICE DEPARTMENT
DING GONG (FOODMAX) | RIYADH, SAUDI ARABIA 1/2025-
until now**

- Supervise and Lead the Sales Team Oversee daily sales activities and guide team members to achieve individual and group sales targets
- Train and Develop Sales Staff
- Provide training, coaching, and ongoing development to enhance skills and product knowledge.
- manage key accounts and build long-term relationships with major food service clients.
- Develop sales strategies to maximize market penetration and revenue growth.
- Negotiate contracts and pricing structures to optimize profitability.
- Collaborate with marketing teams to launch promotional campaigns and new product initiatives.

**SALES EXECUTIVE - KEY ACCOUNT, FOOD SERVICE DEPARTMENT 09/2023 - 1/2025
EXSAL INTERNATIONAL TRADING | RIYADH, SAUDI ARABIA**

- Manage key accounts and build long-term relationships with major food service clients.
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KEY ACCOUNT ASSOCIATE WHOLESALE

03/2022 - 08/2023

SARY INFORMATION TECHNOLOGY B2B (E-COMMERCE) | RIYADH, SAUDI ARABIA

- Managed high-value B2B accounts, increasing sales volume and customer engagement.
- Implemented innovative sales tactics to drive customer acquisition and retention.
- Conducted market analysis to identify emerging opportunities and competitive positioning.

SALES REPRESENTATIVE

01/2020 - 01/2022

BASAMH TRADING COMPANY | JEDDAH & TABUK, SAUDI ARABIA

- Developed and maintained strong client relationships across various sales channels.
- Achieved and exceeded sales targets through strategic planning and customer-focused approaches.
- Provided after-sales support and handled customer inquiries to ensure satisfaction

PRE-SALES (WHOLESALE DIVISION)

09/2015 - 12/2019

INTERNATIONAL DAIRY AND JUICE COMPANY, ALMARAI | SUEZ, EGYPT

- Conducted market research and competitor analysis to enhance sales strategies.
- Managed inventory and coordinated with logistics teams to ensure smooth product distribution.
- Built partnerships with distributors and wholesale clients, increasing market share.

SALES REPRESENTATIVE

10/2012 - 09/2015

INTERNATIONAL DAIRY AND JUICE COMPANY, ALMARAI | ISMAILIA, EGYPT |

- Promoted dairy and juice products to retail and wholesale customers.
- Negotiated contracts and secured bulk sales agreements with key clients.
- Tracked sales performance and optimized strategies to boost profitability.

OPERATIONS EXECUTIVE

07/2011 - 09/2012

AARON WAVES FOR WATER SPORT AND SAFARI | SHARM EL SHEIKH, EGYPT |

- Managed operational logistics and customer service for water sports and safari activities.
- Coordinated with vendors and partners to streamline business processes.
- Developed marketing strategies to attract new customers and enhance brand visibility

CERTIFICATIONS

- MS Office Suite (Word, Excel, PowerPoint, Outlook)
- Interpersonal Communication Skills
- Basic & Advanced Selling Skills

CORE SKILLS

- Sales & Business Development – FMCG, B2B, key accounts, wholesale & retail sales
- Key Account Management – Relationship building, contract negotiation, revenue growth
- Market Analysis & Strategic Planning – Competitor analysis, pricing strategies, product launches
- Team Leadership & Training – Coaching, performance management, motivation & development
- Financial & Budget Management – Cost control, forecasting, P&L analysis, sales targets
- Customer Relationship Management (CRM) – Client retention, cross-selling, customer satisfaction
- Microsoft Office, Oracle, SAS – Data analysis, reporting, business intelligence tools
- Communication & Negotiation – Conflict resolution, persuasion, stakeholder engagement

LANGUAGES

- Arabic: Native
- English: Advanced

