

# MOHAMED AHMED GALAL

## GENERAL MANAGER

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### SUMMARY

General Manager with 12+ years in strategic planning, operational management, team leadership, financial optimization, and organizational growth. Skilled in data-driven decisions, stakeholder engagement, risk management, and fostering excellence.

### PROFESSIONAL EXPERIENCE

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| <b>General Manager</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>2024 – Present</b> |
| Al-Qubba Restaurants, Jeddah, Saudi Arabia                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                       |
| <ul style="list-style-type: none"><li>Led strategic planning and operational management for a chain of restaurants, achieving a 15% increase in revenue within two years.</li><li>Implemented cost control measures that reduced operational expenses by 12%.</li><li>Built and mentored a management team to drive operational excellence and foster a culture of innovation.</li><li>Analyzed market trends to identify new opportunities for growth and expansion into new regions.</li></ul> |                       |
| <b>Sales &amp; Marketing Manager</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>2020 – 2024</b>    |
| Rashideen Egypt for Trade (Shell Lubricants Agency)                                                                                                                                                                                                                                                                                                                                                                                                                                              |                       |
| <ul style="list-style-type: none"><li>Developed and implemented annual and quarterly strategic plans, resulting in a 20% revenue growth. Directed a</li><li>team of sales supervisors and representatives, fostering a culture of collaboration and productivity.</li><li>Analyzed sales data to optimize resource allocation and improve performance metrics across multiple regions.</li></ul>                                                                                                 |                       |
| <b>Sales Unit Manager</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>2019 – 2020</b>    |
| Rashideen Egypt for Trade (Shell Lubricants Agency)                                                                                                                                                                                                                                                                                                                                                                                                                                              |                       |
| <ul style="list-style-type: none"><li>Managed retail operations across five governorates, leading a team of 4 supervisors, 20 sales representatives, and 7 drivers.</li><li>Established KPIs to measure and improve team performance, resulting in a 15% increase in productivity.</li><li>Strengthened stakeholder relationships, ensuring alignment with organizational goals.</li></ul>                                                                                                       |                       |
| <b>Sales Supervisor</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>2018 – 2019</b>    |
| Rashideen Egypt for Trade (Shell Lubricants Agency)                                                                                                                                                                                                                                                                                                                                                                                                                                              |                       |
| <ul style="list-style-type: none"><li>Managed sales operations across the Canal Area (Port Said, Ismailia, and Suez).</li><li>Supervised a team of 5 representatives, 2 spare representatives, and 2 drivers to achieve company targets.</li><li>Set and monitored performance indicators (KPIs), ensuring alignment with organizational goals.</li></ul>                                                                                                                                        |                       |
| <b>Wholesale Sales Representative</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>2016 – 2018</b>    |
| Rashideen Egypt for Trade (Shell Lubricants Agency)                                                                                                                                                                                                                                                                                                                                                                                                                                              |                       |
| <ul style="list-style-type: none"><li>Managed wholesale sales operations across the Canal Area (Port Said, Ismailia, and Suez). Achieved company</li><li>priorities by setting and monitoring performance indicators (KPIs) for the team. Developed and implemented</li><li>strategies to identify new areas and acquire potential customers.</li><li>Designed marketing plans to address market challenges, achieve sales goals, and expand market presence.</li></ul>                          |                       |

**Sales Supervisor**  
Gulf Catering Company

2013 – 2015

- Oversaw sales operations in the Eastern Region, managing a team of 15 representatives and 30 sales workers.
- Implemented strategies to improve operational efficiency and enhance customer experience.

**Sales Representative**  
Al-Bayt Company

2011 – 2013

- Represented a leading company in the coffee industry, building relationships with clients and driving sales growth.
- Promoted the company’s products to expand market presence and increase brand awareness.

**EDUCATION**

**Bachelor of Social Work**  
Higher Institute, Port Said

Sep 2005 - July 2009

**CERTIFICATES**

**Ideal Employee of the Year**  
• Shell Lubricants Company

2023

**The Best Marketing Manager**  
• Shell Marketing Department

2022

**The Best Marketing Manager**  
• Shell Lubricants Company

2021

**The Best Effort of the Year**  
• Shell Lubricants Company

2019

**Best Effort of the Year**  
• Shell Lubricants Company

2017

**TRAINING AND COURSES**

- Leadership Preparation
- Human Development and Technology
- Lubricants and Oil
- Occupational Safety & Health ICDI

**PROJECTS AND ACHIEVEMENTS**

**Customers Par Fund**

- A 10-month program aimed at increasing sales by 70 tons through monthly distribution of priority items. Customers achieving the target receive gifts like equipment and tools to enhance their store operations.

[Certificates of Appreciation](#)

**SKILLS**

**Technical Skills:**

- Financial Management
- Compliance Management
- Budget Allocation
- Market Expansion
- Financial Analysis
- Strategic Planning KPI
- Development Policy
- Development
- Operational Efficiency
- Organizational Change Management

**Soft Skills:**

- Leadership
- Team Management
- Strategic Thinking
- Decision-Making
- Communication
- Negotiation Problem-
- Solving Adaptability
- Stakeholder Engagement

**LANGUAGES**

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- Arabic: Native
- English: Proficient