

**Suliman Zawaideh**

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## **Objective**

Experienced and knowledgeable professional with extensive experience in the commercial management industry. Effective communicator with the ability to foster close relationships with workers and promote team unity. Capable of coordinating both large and small tasks, and ensuring that each team member contributes. Vast understanding of the financial organizational and operational aspects of supervising others in the retail industry. Fully committed to helping employees succeed while honouring the overall vision of the company.

## **Experience**

### **Al Aman New Trading Company**

Senior Sales Manager

Feb.21-Present

- Implementing strategic sales plan that expands company's customer base
- Hitting sales targets and achieving growth by successfully managing the sales team
- Present sales, revenue and expenses reports and realistic forecasts
- Analyse sales statistics to define sales potential
- Proactivity pursue new business and sales opportunities
- Manage day-to-day performance of sales team

### **Apotheca Beauty Ltd**

Country Commercial Director

Feb.19-Jan.21

- Research and identify new business opportunities, including new markets, growth areas, trends, customers, partnerships, products and services, and new ways of reaching existing markets.
- Develop a growth strategy focused both on financial gain and customer satisfaction.
- Monitor the performance of commercial activities using key metrics and prepare reports for senior management.
- Assist in setting financial targets and budget development and monitoring.
- Collaborate with, coordinate, and train diverse teams such as marketing, sales and customer service

## **Mawarid Trading Ltd- Kuwait**

### **Country Manager Kuwait**

Aug.17-Jan.20

- Responsible for managing all operations in Kuwait. This involves taking responsibility for profit, revenue, cash, and quality targets.
- Agreeing on annual budgets and producing a detailed annual business operating plan
- Deliver monthly, quarterly, or annual targets for revenue, profits, and cash.
- Produce business performance reports. on a monthly or quarterly basis.
- Recruit and manage staff, including performance monitoring, mentoring and training.\

## **Mawarid Trading Ltd- Saudi**

### **Regional Brand Manager for GCC & ME**

May.09-Jul.17

- Product and channel profitability analysis & recommendations for sales activities.
- Responsible for setting marketing and sales budget for local and regional territories.
- Monitored marketing budgets, expenses plus initiates and maintains records of sales performance, including advertising and sales promotion spending against budget.
- Responsible for keeping stocks within reasonable inventory levels, recommends products to be selected or de-selected based on suitability or dropped from the range
- Adapted the brands, merchandising, POS, display and training to make sure of the brand equity and integrity.
- Planed product launches, events, or promotions in conjunction with marketing services as required, ensuring smooth implementation and a balance in terms of location and timing.
- Monitored regular and close contact with sales supervisors to review brands performance to assess or revise marketing and sales activities and make changes where necessary to maximize results.
- Report regularly to the Mother Company and advise on the market and competitor activity.
- To monitor distribution effectiveness and sales compliance to planned distribution; establishes and maintains records of “doors” opened for brands being handled.
- Preparing and presenting sales motivation, sales techniques courses for our retail staff
- Research products, markets, and competitors.
- Carry out pricing and profitability analyses

## **Royal Jordanian Airlines**

### **Sales Supervisor-Levant**

Feb.07-Apr.08

- Coordinate sales destinations by establishing sales territories, quotas, and goals and establish training programs for sales representatives.
- Analyse sales statistics gathered by staff to determine sales potential and monitor the preferences of customers.
- Reviewing own sales performance, aiming to meet or exceed targets

- Gaining a clear understanding of customers' businesses and requirements
- Making accurate, rapid cost calculations, and providing customers with quotations
- Setting plans for assigning tasks to sales representatives, monitoring their commitment to achieve
- Keeping open communication channels with clients to encourage further cooperation and promoting additional services and resolving any problems

## **Hashweh Corporation - GSA of British Airways**

Sales Officer

Feb.03-Jan.06

- Conducts research on destinations and industry trends.
- Meet with clients to determine travel needs, budgets, and preferences.
- Maintains accurate records of bookings, payments, transactions, phone calls and meetings.

## **Skills**

- Strong Commercial Awareness
- Strong negotiations skills
- Organizational and Leadership Skills
- Entrepreneurial and Strategic Mindset
- Outstanding Communication and Interpersonal abilities
- Operational and financial skills
- Market analysis and metrics

## **Languages**

- English & Arabic

## **Education**

Bachelor degree in Accounting-Yarmouk University. 1998-2002

Major: Accounting

Minor: Finance

## **References**

Furnished upon request