

MOHAMED ALI KAROUANI

Store Manager

38 years

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Lot Les Collines Sidi Maarouf, Number 9
Casablanca, Morocco



PROFESSIONAL EXPERIENCE

*12 years of experience in business development
Team spirit, analytical mindset, initiative-driven*

May 2022 - December 2023

Assistant Store Manager at Carrefour Market

Responsibilities and Achievements:

- Ensured proper store presentation
- Implemented promotional activities and developed action plans
- Set sales and revenue targets
- Analyzed business indicators: visit counts, sales revenue growth, etc.
- Reported to senior management

July 2017 - June 2020

Manager at NAS (National Aviation Services)

Responsibilities and Achievements:

- Led the commercial team
- Managed agent recruitment
- Prospected major accounts for VIP client subscriptions
- Managed corporate client invoice collections
- Oversaw personnel management
- Assigned tasks and organized resources

June 2016 - June 2017

Key Accounts Sales Manager at LAMACOM

Responsibilities and Achievements:

- Managed field teams
- Presented and demonstrated products to major retail buyers
- Negotiated and closed sales with key accounts

- Sold and managed additional services (Credit Line, line extensions...)
- Provided weekly reports to the commercial department
- Collected payments from large retailers (Marjane, Aswak Assalam, Labelvie...)

September 2014 - March 2016

Sales Manager at MECAFE

Responsibilities and Achievements:

- Managed a team of 20 sales representatives in the traditional circuit
- Negotiated discounts with regional distributors
- Collected payments from key accounts
- Demonstrated new machines and smart distributors to clients
- Conducted regular visits to regional distributors to set annual and semi-annual objectives

August 2012 - August 2014

Sales Manager and Sales Administrator at SPH DISTRIBUTION

(Exclusive Distributor of Japan Tobacco International Products)

Responsibilities and Achievements:

- Led a commercial team of 40 representatives across Morocco
- Managed and negotiated with major retail clients (large retailers, regional distributors, etc.)
- Created monthly dashboards and presented growth to executive members
- Monitored daily sales across various distribution channels
- Implemented marketing actions in collaboration with various stakeholders (animation companies, marketing department, commercial department...)

September 2012 - July 2010

CHR Channel Developer at LADIS, subsidiary of TRIA group

Responsibilities and Achievements:

- Managed client portfolios through sales actions and loyalty programs
- Conducted product demonstrations for clients
- Regularly prospected for new client recruitment
- Actively monitored competitors in the hospitality and restaurant sectors
- Analyzed market prices and product quality

EDUCATION AND CERTIFICATIONS

2008 – 2010

Specialized Technician Diploma in Hotel Management, Culinary Arts, Table Service, and Services

(Institute of Applied Technology in Hotel Management and Tourism of Mohammedia – Morocco)

2006 – 2008

Specialized Technician Diploma in Hotel Management
(Institute of Applied Technology in Hotel Management and Tourism of Mohammedia – Morocco)

2005 – 2006

Baccalaureate in Modern French Literature

KEY SKILLS

- Administrative Management of Businesses
- Mastery of Sales Techniques and Strategies
- Proficient in Microsoft Office tools: Word, Excel, PowerPoint

ADDITIONAL KNOWLEDGE

- Sales, negotiation, relationship management, financial statement analysis
- Sales analysis
- Customer loyalty management, portfolio management

LANGUAGE SKILLS

- Arabic: Native language
- French: Fluent in reading, writing, and speaking
- English: Intermediate level