

Mohamed Salama

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Objective

Results-driven Commercial Manager with over 14 years of experience in the textiles and clothing industry, specializing in strategic planning, sales growth, and operational efficiency. Proven track record of driving revenue growth, optimizing production processes, and building strong client relationships. Seeking to leverage my expertise to contribute to the success of a forward-thinking company in the textiles sector.

Professional Experience

Commercial Manager

Saudi Embroidery and Ready-made Garments Company | Riyadh, Saudi Arabia | February 2024 – Present

- Identified and negotiated high-value contracts, contributing to a 20% increase in annual revenue.
- Conducted market analysis and developed strategic marketing plans, resulting in a 15% expansion into new markets.
- Recruited and managed contractors and vendors, optimizing supply chain efficiency and reducing costs by 10%.
- Monitored production processes and delivery schedules, ensuring 95% on-time delivery to clients.
- Analyzed competitor strategies and implemented quality assurance measures, improving customer satisfaction by 25%.

Business Partner

INN Textile | Cairo, Egypt | May 2019 – April 2024

- Established profitable business partnerships, increasing annual revenue by 30%.
- Secured and fulfilled bulk clothing contracts, ensuring 100% compliance with quality and delivery timelines.
- Monitored production processes and delivery schedules, achieving a 98% customer satisfaction rate.
- Conducted customer follow-up and implemented CRM strategies, improving client retention by 20%.

Operations Manager

Textilia & Co | Al Obour City, Egypt | May 2021 – June 2022

- Developed and executed weekly production plans, increasing output by 15%.
- Established agreements with new suppliers, reducing procurement costs by 12%.
- Supervised new product development, launching 10+ successful product lines within one year.
- Implemented customer engagement strategies, improving retention rates by 18%.

Factory Manager

Elbadr for Knitting | Cairo, Egypt | June 2017 – June 2019

- Managed factory operations, including financial planning and supplier negotiations, reducing operational costs by 10%.

- Supervised maintenance departments and streamlined production processes, improving efficiency by 20%.
- Developed and implemented production strategies, achieving a 25% increase in output.

Deputy Director

Elbadr for Knitting | Cairo, Egypt | May 2015 – June 2017

- Led sales negotiations, securing long-term contracts with key clients.
- Managed production schedules and ensured compliance with quality standards.
- Oversaw a team of production staff, optimizing resource utilization.
- Developed strategic initiatives to improve factory efficiency and profitability.

Sales Engineer

Elbadr for Knitting | Cairo, Egypt | May 2012 – March 2015

- Managed customer agreements and conducted production cost analysis.
- Ensured compliance with product specifications and quality control standards.
- Provided after-sales support and follow-ups to maintain client satisfaction.

Technical Office Engineer

Elbadr for Mechanical Weaving | Cairo, Egypt | September 2011 – May 2012

- Designed garments using **Textronic dobby design software**.
- Secured and supervised client agreements and production processes.
- Conducted garment analysis and ensured quality assurance.

Education

Bachelor of Applied Arts in Spinning, Knitting, and Textile

Mansoura University | September 2004 – July 2011

Languages

- **Arabic:** Native Proficiency
- **English:** Advanced Proficiency

Certifications

- **Sales Management Professional** | Growth Engine | 27 Hours Training

Skills

- **Customer Service & Support:** CRM, Customer Retention, Customer Satisfaction
- **Sales & Marketing:** Sales Strategy, Contract Negotiation, Market Analysis
- **Production & Quality:** Production Planning, Quality Assurance, Garment Manufacturing
- **Leadership & Management:** Team Leadership, Operations Management, Strategic Planning
- **Technical Skills:** Textronics Design Dobby Software, Microsoft Office, Data Analysis