MOHAMED ABDULKADER ELSERSAWY

Regional Sales Manager | FMCG | Distributor Development | Market Expansion

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PROFESSIONAL SUMMARY

Regional Sales Manager with 25+ years in FMCG sales across Saudi Arabia and Egypt, covering food, beverages, water and dairy. Leads regional sales strategy, distributor relationships and field teams, with hands-on experience expanding territories, improving customer coverage and delivering targets. Currently manages 161 employees, 65 vehicles and around 3,880 active customers at Al Sad, where monthly volume grew from 210K to 760K cartons (+262%). Previously managed SAR 10-11M in monthly sales at NADEC, with responsibility for sales planning, forecasting, budgets and KPI reviews.

KEY ACHIEVEMENTS

- **Volume turnaround, Al Sad (2025):** Increased monthly sales from 210K to 760K cartons (+262%) by expanding routes and vehicles, acquiring customers weekly and increasing numeric distribution. This level has been sustained.
- **Key account growth, Naba Water (2025):** Delivered SAR 14M in incremental sales versus the previous year through Joint Business Planning (JBP), stronger promotion execution and wider Modern Trade distribution.
- **P&L ownership, NADEC Foods:** Managed SAR 11M in monthly sales in the Central Region and SAR 10M in the Northern Region; consistently achieved at least 105% of monthly targets and 110–115% in North Riyadh.
- **Operational improvement, NADEC Foods:** Reduced wastage from 12.3% to 6.2% in the North and from 8.6% to 4.9% in the Central Region; ranked second nationally in the Ramadan Sales Campaign.
- **Distributor-led scale, Macaroni Queen (Egypt):** Increased monthly volume from 850 to 2,740 tons (+222%) through territory expansion and stronger distributor execution.

CORE COMPETENCIES

Regional Sales Strategy | FMCG Sales Management | Distributor Development | Business Development |Territory Expansion & Market Coverage | Regional P&L & Budget Management | Sales Target Achievement |Revenue Growth | Key Account Negotiation | Customer Acquisition & Retention | Route-to-Market (RTM) |Sales Forecasting & KPI Analysis | Numeric & SKU Distribution | Team Leadership & Field Coaching | Modern Trade | Traditional Trade | Wholesale | HORECA | Cross-Functional Coordination

TECHNICAL SKILLS

SAP ERP | SAP CRM | Power BI | Advanced Excel | MS Office | Sales Forecasting | Demand Planning | KPI Management | Numeric Distribution

PROFESSIONAL EXPERIENCE

Regional Sales Manager – Al Sad Modern Beverage

Nov 2025 – Present | Northern Region, KSA | Full regional P&L responsibility

- Increased monthly sales volume from 210K to 760K cartons (+262%) while overseeing 161 employees, 65 vehicles and approximately 3,880 active customers across the Northern Region.
- Expanded market coverage through new routes, additional fleet capacity and weekly customer acquisition plans, increasing outlet penetration and numeric distribution.
- Reviewed daily sales results, customer collections and activity against regional targets.
- Improved product availability and route productivity across assigned sales territories.
- Led regional sales planning, forecasting, SAP reporting and KPI-based performance reviews.
- Coached branch teams and supervisors; coordinated distributors, stock, credit and collections.

Sales Manager - Naba Water

Mar 2025 – Oct 2025 | Tabuk, KSA

- Delivered SAR 14M in incremental sales versus the prior year through Joint Business Plans, promotion execution and improved Modern Trade distribution.
- Expanded Modern Trade coverage and improved product availability across key accounts.
- Led commercial negotiations and aligned sales forecasts, demand plans and supply priorities with customer requirements.

NADEC Foods – 5+ Years of Progressive Leadership | Nov 2019 – Jan 2025

Area Sales Manager – Northern Region

Jun 2023 – Jan 2025 | Sakaka, Arar, Al Qurayyat | SAR 10M Monthly P&L

- Managed sales operations generating SAR 10M monthly across three sub-regions, overseeing territory planning, route performance and field execution in Modern and General Trade.
- Delivered quarterly branch growth above 15%, reduced wastage from 12.3% to 6.2% and achieved the company's highest regional SKU distribution.
- Strengthened RTM execution through structured market visits, KPI reviews and regular field coaching.

Area Sales Manager – Central Region

Feb 2021 – May 2023 | Al Quwayiyah, Al Kharj, Al Aflaj | SAR 11M Monthly P&L | Riyadh, KSA

- Led territory planning and route execution for SAR 11M in monthly sales, improving coverage, productivity and service levels.
- Reduced wastage from 8.6% to 4.9%, achieved at least 105% of monthly targets and recorded the highest sales growth in the Central Region.
- Ranked second nationally in the Ramadan Sales Campaign through stronger SKU distribution, promotion execution and field discipline.

Regional Sales Supervisor

Nov 2019 – Jan 2021 | North Riyadh

- Supervised field sales teams, route planning and coaching; achieved 110–115% of monthly targets, led performance in North Riyadh and improved outlet productivity and numeric distribution.

Branch Sales Manager – Arab Co. for Modern Industries

Nov 2015 – Jun 2019 | KSA | Branch P&L responsibility

- Managed branch sales targets and P&L performance, monitored route productivity and expanded the customer base through distributor development and new business acquisition, achieving 12% year-on-year growth.

Agency Sales Manager – Macaroni Queen Company

Oct 2008 - Jul 2015 | Egypt | Distributor-led model

- Led distributor-based sales across the Central Delta, expanding territory coverage and improving distributor execution to grow monthly volume from 850 to 2,740 tons (+222%).

Sales Supervisor – Najran Dairy Company

Sep 2001 – Jul 2007 | Riyadh & Madinah, KSA

- Supervised sales teams coordinated route coverage and merchandising and tracked sales targets.

Sales Representative – Egypt Gulf for Food Industries

Nov 2000 – Aug 2001 | Egypt

- Managed customer visits, order collection, product availability and merchandising across the assigned territory.

SELECTED PROFESSIONAL CERTIFICATIONS

- Sales Management Foundations Professional Certificate – Sales Management Association & LinkedIn
- Sales Operations Foundations – Sales Management Association & LinkedIn
- Sales Management Certification – HubSpot Academy
- Key Account Management – LinkedIn Learning
- Sales Channel Management – LinkedIn Learning
- Strategic Negotiation – LinkedIn Learning
- Sales Forecasting and Excel: Sales Forecasting – LinkedIn Learning
- CSCMP Supply Chain Foundations: Sales & Operations Planning (S&OP)
- CSCMP Demand Planning Professional Certificate
- Corporate Finance for Non-Financial Managers – LinkedIn Learning
- Building High-Performance Teams – LinkedIn Learning
- Microsoft Power BI Data Analyst (PL-300) Cert Prep – Microsoft Press / LinkedIn (2025 edition)

EDUCATION

- MBA Executive Program (Online) – International Business Academy of London (IBA), 2024
- Bachelor of Social Work – Higher Institute of Social Work, Banha, Egypt, 2000

LANGUAGES

Arabic – Native | English – Professional Proficiency