Mahmoud Mohamed Rabea

Sales Executive | B2B and Project Sales
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Summary

Senior Sales Professional with 15+ years of experience in B2B, project sales, building materials, and FMCG across Saudi Arabia and Egypt. Proven track record in revenue growth, market expansion, distributor development, and securing key business opportunities. Skilled in strategic account management, project acquisition, territory management, and commercial negotiations, with strong expertise in SAP and Oracle and cross-functional coordination.

Work Experience

Sales Executive
Al Khayyat Red Bricks Factory | Saudi Arabia | October 2021 – October 2026

- Managed distributor and project sales across Saudi regions, including Al Qunfudhah, Jazan, Al Qassim, and the Eastern Province.
- Strengthened distributor relationships and reactivated inactive accounts by identifying market needs and evaluating competitors.
- Developed project sales opportunities through contractor engagement and distributor support to expand accounts and increase sales.
- Managed sales operations through SAP and Oracle, ensuring efficient order processing and coordinating production, deliveries, and invoicing

Project Sales Executive
Arab Company for Modern Building Materials (Saveto Egypt) | Egypt | January 2017 – August 2021

- Expanded Saveto's exterior finishing products market in Kafr El Sheikh by developing customer segments and increasing product penetration.
- Established relationships with contractors, consultants, government entities through technical presentations and seminars.
- Developed a local distributor partnership to strengthen product availability and support construction project supply needs.
- Secured sales opportunities across government and private construction projects, achieving monthly sales of 40–45 tons.

B2B Sales Executive
Oriental Flavors & Fragrances | Egypt | January 2013 – December 2016

- Helped establish the company's sales operations as its first Sales Representative and developed its initial customer portfolio.
- Conducted market research and identified food manufacturers to assess demand, generate business opportunities.
- Acquired B2B customers through field visits and developed relationships across industrial areas.
- Increased monthly sales from zero to approximately 30 tons through market expansion and customer acquisition.

Retail & Wholesale Sales Representative
Arma Oils & Soaps | Egypt | November 2009 – December 2012

- Promoted FMCG products and developed relationships with retail customers across the territory.
- Achieved sales targets by identifying customer needs and strengthening product distribution within retail outlets.

Education and Certificate

Bachelor of Laws
-Tanta University | Egypt – 2009
- International Computer Driving License (ICDL)

Technical Skills

- SAP ERP and Oracle ERP System | B2B Sales Operations

Professional Skills

- Project Sales | Sales Growth and Market Expansion
- Key Account and Territory Management | Customer Acquisition and New Market Development
- Customer Relationship Management | Sales Negotiation and Market Analysis
- Contractor and Consultant Relations

Languages

- **Arabic**: Native
- **English**: intermediate