

# MOHANAD HAYDER ABDULLA AIKHIDER

## Sales Executive



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Birth date: 23-03-1984

Marital Status: Married

### Profile

I have extensive experience in business, development and sales, and a proven track record with leading companies such as Unilever, Al Barjoub Group, Zain Telecom and currently Al Manarah Holding Group. I also have extensive experience in management skills, professional sales (growth, analysis, planning), communication skills and customer service.

### Experiences

- **Document Controller**, AL-Manarah Holding Group -Western Beach Contracting Co. UAE FEB 2024 - Till Now
  - O and M Project for Agricultural Assets of Palaces and Their Affiliated Facilities in Abu Dhabi
  - Communicate and coordinate with various departments and consultants, and provide administrative support.
  - Prepare and archive correspondence, official documents, and periodic reports.
  - Prepare and monitor attendance and departure records.
  - Prepare invoices and petty cash, follow up on payments and budgets, and assist in preparing payroll and benefits statements
- **E-Commerce Section Head**, Adiyat Marketing and Distribution Co. Sudan Sep 2022 - Jan 2024.
  - I established the department, prepared all operating plans and strategies, and supervised them and all contracts and agreements with banks and service partners.
  - The department succeeded in changing and increasing the sales rates of our neglected products, in addition to reaching missing customers, resolving negative visits and payment problems, and being able to continue work despite the conditions of economic and security instability in the country.
- **Khartoum Sales Manager**, Hiba Food Industries- Al-Barajoub Group-Sudan Dec 2020 – Aug 2022.
  - I restructured the management and established a sales department for self-service customers and semi wholesale, and increased coverage in the retail department by adding 5 regions, which allowed us to directly increase sales by 25% from the second quarter of 2021.
  - I prepared a training program for representatives and supervisors to improve performance and qualify them for promotions.
  - I established the promotion department, which contributed to strengthening our brands in the market and adding some modifications to the product packaging, which contributed to their appearance on store shelves. The department achieved its immediate goals, such as managing shelves and inventory and avoiding spoilage of our products, in addition to increasing sales through their support of the team.
  - I activated the customer service department via phone and it helped a lot in seizing lost sales and resolving market problems.
  - Successfully opened new distribution lines for our products in our neighboring such as Chad and South Sudan.
- **Retail Supervisor**, Adiyat- Khartoum state. -Sudan Feb 2013 - Nov 2021.
  - Continuous training and guidance of rep and supervision of follow-up on achieving sales goals and visits to routes
  - Developing an ideal shipping tracking system in coordination with the Information Technology Department, which contributed to inventory management and increased sales.

- The beginning of the promotion team's entry into the retail outlets (grocery stores) and the implementation of the new planogram suitable for the shelves and outlet spaces in retail.
  - Managing the stock of advertising materials and using them optimally at various events and within outlets.
  - Establishing the Hoyman Products Sales Department and our success in entering the Sudanese market and increasing coverage and customer base by 40%.
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• **Call Center Agent** - Customer Service - ZAIN Telecom

Jan 2011 - Jan 2012

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• **Sales Rep** – Corporate sector- COMPUPAND (Dell and **Mobily** Agent) KSA

Jan 2009 - Jan 2011

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## Academic Achievement

Multimedia - Mashreq University of Science and Technology (MUST)

January 2004 - November 2008

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## Languages

Arabic – English

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## Skills

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| <ul style="list-style-type: none"> <li>• Problem solving and Negotiation skills</li> <li>• Advanced knowledge in all MS Office App and CRM Software's.</li> <li>• Retail Knowledge</li> <li>• Brand Management</li> <li>• Budget Management</li> <li>• Sales Process Optimization</li> <li>• Sales Strategy</li> </ul> | <ul style="list-style-type: none"> <li>• Cross-Functional Collaboration</li> <li>• Leadership skills and Motivation</li> <li>• Coaching and Mentoring</li> <li>• Communications Skills</li> <li>• Sales Forecasting ,Analytical skills and Reporting</li> <li>• Adaptability.</li> <li>• Time Management.</li> </ul> |
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## People who can be contacted for reference

Sariya Abdullah - GM (formerly) - Hiba Food Industries- Albarjoub Group -+249912312277

Egail Alameen – Executive Director - Adiyat - +249912164424

Moez Hashem - Commercial Director - Unilever Sudan - +249912315510

## People you can contact when needed

E.Hussam Hayder Abdullah –Al-Torath International Consulting - RE- Brother - +971559444968

E.Khalid Hayder Abdullah - King Fahad University- Researcher –Brother - +966559205319

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## Identification papers

Valid UAE Drive licence - Valid Resident Identity Card (Transferable)