



# NASSER AL-SAYANI

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Sales & Marketing Management  
Distribution, Supply Chain and Logistics Management

## PROFILE

A dynamic and result oriented professional with wealth of sales management experience and exceptional sales performance within UAE, GCC, Levant, Egypt, and East Africa. Strong competencies in FMCG sales, marketing, business development, operations, supply chain & logistics, client relations and customer service. Outstanding record of delivering sales targets, increasing company's profit and revenue growth through innovative planning and implementation of sound business practices. Able to successfully lead and motivate sales team to achieve maximum performance and results.

## WORK EXPERIENCE

### COMMERCIAL MANAGER

Apr 2014 – Present

Region: UAE, GCC, Jordan, Lebanon, Iraq, Egypt, and East Africa  
Rashideen International FZC – UAE

#### Key Responsibilities:

- Monitor, Support, Train, Evaluate, and Motivate the Sales and Logistics team.
- Review and approve the annual sales budget and monthly sales forecasts for UAE, GCC, Jordan, Lebanon, Iraq, Egypt, and East Africa markets.
- Coordinate with major customers on brand launches, sales performance and recommend operator specific commercial activation to support the company sales objectives and strategies.
- Manage brand ambassadors assigned in the airport Duty Free shops in GCC and coordinate with airport operators for their recruitment, salary, incentive schemes, and the related yearly agreements.
- Participate in the monthly demand planning with the principal company Philip Morris International to determine future order requirements and ensure the desired stock level is maintained as per stock policy.
- Analyze major customer orders and liaise as required prior to approving the delivery.
- Oversee the warehouse stock and delivery plans, and prioritize supply based on market requirements.
- Conduct regular field visits to Travel Retail and non-Travel Retail operators including visiting the duty-free shops in airports, ports, and border shops.
- Handled brands include Marlboro, Parliament, L&M, Philip Morris, IQOS Iluma, Terea, Heets, Veev, and Zyn.

### HEAD OF SALES | NATIONAL SALES MANAGER

Jul 1995 – Mar 2014

Region: United Arab Emirates  
Al Rashideen Trading Company LLC – UAE

#### Key Responsibilities:

- Managed the distribution of Philip Morris tobacco brands throughout the UAE domestic market with field personnel team including Key Account Managers, Field Representatives, Supervisors, Sales Executives, and Merchandisers.
- Direct sales distribution to over 6,000 POS including coverage of General and Modern Trade.

- Review and approve annual sales targets and set monthly sales objectives for each District.
- Work with District Sales Supervisors on regular update of route plans to ensure optimum field coverage.
- Plan and carry into effect satisfactory implementation of all sales, merchandising, and promotional activities, and assess market potential and customer requirements.
- Conduct weekly market visits to ensure that Sales, Distribution levels, Merchandising standards, Display, Stock Rotation, and Collection are as per company guidelines and policies.
- Build and maintain good relationships with Key Accounts to support the company's business goals.
- Brief the field force on product launches, promotions, and conduct weekly highlights team meetings.
- Responsible for recruiting Sales and Merchandising force, Supervisors, and Field Reps.

## EDUCATION

**Kingston University, London, UK** **1993**  
BA (Hons.)

**University of North London, London, UK** **1990**  
EDFC

## CERTIFICATION & COURSES

Winning in Retail – Philip Morris International, UAE  
Leading, Developing, and Motivating the Team – Karizma Marketing, UAE  
Merchandising & Display Excellence – Philip Morris International, UAE  
Category Management – EMR NAMNEWS, UAE  
Managing for Sales Performance – Karizma Marketing, UAE  
Sales and Distribution Management – Philip Morris EEMA, Switzerland  
Public Speaking – MENA Speakers, UAE

## SKILLS

- |  |                                |
|--|--------------------------------|
| • Communication and Interpersonal Skills | • Ability to Learn and Upskill |
| • Problem Solving                        | • Decision-Making              |
| • Flexibility and Adaptability           | • Leadership Skills            |
| • Cross-Functional Collaboration         | • Critical Thinking            |
| • Analytical Skills                      | • Positive Attitude            |
| • Strategic Planning                     | • Client Relationship Building |

## LANGUAGES / OTHER INFORMATION

Languages: English, Arabic  
Visa Status: UAE Employment Visa  
Driving License: UAE & UK Driving Licenses