



# Rizwan Mohammed

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## Professional Summary

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Seasoned Sales Leader driving 20%+ revenue and 25% promotional growth over 7 years by expanding Northern Emirates distribution to 75+ retailers, optimizing supply planning, launching ecommerce channel handling 10-15 daily orders, and strategically promoting priority SKUs during seasonal peaks, lifting team conversion rates over 15% via targeted coaching.

## Professional Experience

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### Assistant Sales Manager, Techno Alliance General Trading, Dubai

(March 2022 – Present)

- Increased annual uniform sales 32% in 2022 by bundling products and optimizing social media promotions during back-to-school peak, generating over AED 550k
- Onboarded 2 new private school accounts in 2022 expected to generate AED 125k in additional uniform revenue
- Managed the end-to-end ecommerce project including leading requirements planning, budgeting, building the Prestashop platform, selecting delivery partners and payment gateways, and launching the technoalliance.ae site in January 2023 to enable online school uniform ordering, currently processing 10-15 orders per day totalling over AED 70k monthly
- Set seasonal sales plans focused on maximizing growth from target buyer segments like parents of new students
- Coached a 8-person sales team on consultative selling methods which increased add-on purchase rate by 15%, adding over AED 38k more in additional sales
- Reduced warehouse processing time from 48 to 24 hours by implementing inventory management system, a 19% improvement that resolved order delays
- Conducted meetings with administrators at 6 prospective school accounts over 6 months to demonstrate custom uniform capabilities
- Analysed 5 years of historical order data to identify peak annual sales cycles and inform promotional strategies

## **Sales Executive – P Yousuf & Co. Trading (Distributor of Unilever), Dubai**

(March 2019 – December 2021)

- Independently grew FMCG sales 20% above targets over 2 years by expanding Northern Emirates territory and loyalty with 75+ major retailers
- Extended 2-year Madina contract via 30% increased product visibility proposal across 30+ Unilever SKUs
- Led 2021 Diwali promotion strategy with 75+ retailers, delivering 25% seasonal growth for priority stock
- Drove Salesforce CRM adoption for regional team, improving lead conversion 15%, deal times 20%, forecast accuracy 30%
- Conducted 100+ demos for 120+ retailers; directly increased satisfaction scores by 25%
- Optimized supply planning to sales volumes, cutting distribution costs 12% while meeting SLAs

## **Skills**

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- CRM systems (Salesforce)
- Digital marketing and campaigns
- Social media strategy
- Consultative selling
- Team leadership and coaching
- Data analysis

## **Education**

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### **Bachelor of Business Administration**

SRM University, Chennai, India

### **Certifications:**

Product Management, TDRA

Service Management, TDRA

## **Other Information**

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