

# Sherif Elbadry

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## Career Summary

Experienced Sales Manager with over 13 years in the food and beverage industry across UAE, Saudi Arabia, and Egypt. Proven track record in exceeding sales targets, managing large teams, and developing strategic sales initiatives. Expertise in client relationship management, market analysis, and team leadership.

## Core Competencies

- Sales Strategy Development
- Communication and Negotiation
- Digital Sales and Marketing
- Team Leadership and Management
- Problem-Solving and Adaptability
- Results-Driven
- Client Relationship Management
- Customer Service Excellence
- Cross-Cultural Competence
- Market Analysis and Reporting
- Performance Monitoring and Improvement
- Training and Development
- Product Knowledge
- Team Development
- Ethical Sales Practices

## Work Experience

### Sales Manager

TAMM DC, Dubai

Sep 2023 - Present

- Led a sales team, overseeing day-to-day operations and strategy implementation.
- Built strong client relationships, ensuring high satisfaction and retention rates.
- Achieved consistent sales growth, exceeding targets and industry benchmarks by 20%.
- Mentored and developed team members, fostering a culture of success.
- Streamlined processes to enhance efficiency and service delivery.

- Exceeded annual sales targets consistently, driving significant revenue growth (specific figures not provided).
- Implemented effective sales strategies that increased client acquisition and retention.
- Developed and delivered impactful sales training programs.
- Played a key role in strategic initiatives aligned with company goals.

### **Sales Supervisor**

Tamween (NCC Group), Abu Dhabi

*Mar 2023 - Aug 2023*

- Met and exceeded monthly sales targets for food and beverage by 10%.
- Led efforts to penetrate new markets in direct sales to restaurants and wholesale sectors.
- Achieved a 10% increase in retail sales by introducing new market-demanded products.
- Built a collaborative team environment to enhance performance.
- Conducted market analyses to identify trends and opportunities.

### **Area Development Supervisor**

IFFCO Distribution, Dubai

*Mar 2019 - Feb 2023*

- Led a team of 7 sales representatives and 12 coordinators, overseeing 520 clients.
- Surpassed annual sales target, achieving AED 150 million against a target of AED 120 million (28% increase).
- Collaborated with the marketing team to strategically promote products.
- Secured business development agreements with key clients.
- Attained a 60% market share in oils and 40% in biscuits and confectionery.
- Conducted detailed market analyses and provided comprehensive reports.
- Organized promotional activities and exhibitions to increase brand awareness.
- Maintained professional relationships internally and externally.

### **Area Sales Supervisor**

Abu Al-Jadail for Energy Drinks, KSA, Jeddah

*Apr 2015 - Dec 2017*

- Started as a Van Sales Representative, achieving sales growth from SAR 150,000 to SAR 300,000 in three months.
- Promoted to Area Supervisor, overseeing 3 sales representatives.
- Exceeded monthly target of SAR 650,000 by 30%.
- Promoted to Sales Supervisor, responsible for achieving an annual target of SAR 3.5 million.

- Surpassed annual sales target, achieving SAR 5.5 million in revenue.
- Implemented strategic sales plans and conducted market analysis.
- Fostered a culture of teamwork and performance excellence.

### **Key Accounts Sales Representative**

EL Nail for Soft Drinks Company, Egypt

2011 - 2014

- Exceeded the annual sales target of 2 million EGP by 25%.
- Secured over 10 new clients with annual contracts.
- Consistently achieved sales targets and provided detailed reports.
- Managed sales operations and follow-ups with key clients.
- Analyzed client needs and provided tailored solutions.

### **Education**

- **MBA**  
Royal British College, *Dec 2021*
- **Bachelor's Degree**  
Alexandria Academy for Management and Accounting, *May 2009*

### **Courses**

- Graphic Design
- Artificial Intelligence
- Business Management
- Video Editing
- Digital Currencies
- Digital Marketing

### **Languages**

- Arabic (Mother Language)
- English (Professional)