

Haitham Badran

Regional Sales & Operation Manager

Summary

- Results-driven and dynamic Regional Sales & Operation Manager with over 15 years of management experience and 20 years of total experience in leading teams and executing data-driven strategies to improve sales performance and operation efficiency.
- Professionally managing people in utilizing available resources, overseeing operations with analytical thinking, and studying current market mechanisms leads to success in achieving defined goals.
- Known for consistently exceeding targets, leading high-performing teams, and implementing strategic initiatives.
- Eager to apply my educational background and practical experience to contribute effectively in a professional setting and experienced in teaching, coaching, and training teams, as I believe that most true success tools the ability to empower and grow the teams I manage.
- recently relocated to Jeddah, Saudi Arabia, and actively seeking new opportunities.

Career Objective

Seeking a leadership position in a progressive organization within Saudi Arabia where I can utilize my extensive experience in retail operations, sales management, and data-driven decision-making to contribute to business growth and operational excellence.

Work Experience

Stores Operation Manager – Basata

Oct 2024 – Mar 2025

- lead operations across multiple branches following outstanding performance.
- Oversaw daily operations, branch KPIs, staff performance, and customer service excellence.
- Enhanced operational workflows and ensured alignment with company standards.

Regional Manager – Canal, Delta & Alexandria – Basata

Jun 2023 – Oct 2024

- Managed regional sales and branches performance across three major territories.
- Trained and guided teams toward exceeding revenue targets.
- Played a key role in expanding market presence and improving sales efficiency.

Audit Regional Manager – Canal, Delta & Alexandria – Basata

Oct 2022 – Jun 2023

- Supervised sales teams to ensure high-quality customer communication.
- Identified gaps in operations and implemented improvements.
- Resolved any customer-related issues that might hinder the sales process to ensure customer satisfaction and loyalty to the company.

Delta Regional Sales Manager – Bee

Jan 2021 – Oct 2022

- Directed sales teams in Delta region to exceeding revenue targets.
- Monitored sales performance reports and ensured the achievement of company goals.
- Built and managed a high-performing team to increase company market share.

Delta Regional Sales Manager – Sadad

Jul 2019 – Dec 2020

Sadad is a leading provider in E-payment services in the Egyptian market, reinforced with very good experience in the field of distribution.

Area Sales Manager – Modern Distribution

Aug 2018 – Jun 2019

Modern is a leading company in Egyptian market as:

- Agent of **Etisalat** for telecommunication.
- Agent of **IKU** for handsets.
- Owner of **Prime** for home appliance.

Area Sales Manager at – GROTHMay 2016 – Jul 2018

GROTH have an effective role in national and international Market of large and small Animals and leading company in distribute, Manufacturing, Import and Export Pharmaceutical veterinary, multivitamins, Vaccines, and egyption vegetales & fruits.

Dakahlia Branch Sales Manager – Raya DistributionSep 2010 – Apr 2016

Raya Distribution Subsidiary of Raya Holding the most leading company in Egyptian market as:

- Agent of Etisalat for telecommunication.
- Agent of Nokia for handsets.
- Agent of Samsung for home appliance.

Sales Supervisor – GalaxyMay 2008 – Aug 2010

Galaxy - Subsidiary of Master Foods Global - Progressed through multiple sales roles from retail to wholesale, then promoted to Sales Supervisor, leading sales teams and managing market operations in the FMCG sector.

- Retail Sales Representative | Jan 2006 – Mar 2007
- Wholesale Sales Representative | Mar 2007 – May 2008

Achievements

- Promoted to Stores Operations Manager after winning Best Regional Manager in Q3 & Q4 2024.
- Led my team to rank #1 in achieving quarterly targets in Q4 2024.
- Increased sales performance by 35% within one year at Basata.
- Reduced operational errors by 40% through enhanced audit systems.
- Successfully launched and stabilized new branch locations.
- Consistently exceeded monthly and quarterly KPIs.

Education

Bachelor of Law Zagazig University – Egypt

Graduation Year: 2004 | Grade: Good

Courses

- Data Analysis Course – Basata Academy – 2024
- Leadership & Team Motivation – Basata Academy – 2022
- Learn how to learn – Coursera – 2022
- Mini MBA – Concept Training Center – 2016
- Negotiation Skills – Raya Academy – 2015
- Sales Techniques – Raya Academy – 2014
- Basics of Marketing – Raya Academy – 2013
- Communication Skills – Raya Academy – 2012
- Art Of Selling – Master Foods - 2007
- English Language Course – MODLI – 2005

Skills

- Sales & Operations Management.
- Strategic Sales Planning.
- Analytical Thinking & Problem Solving.
- KPI Monitoring & Reporting.
- Team Leadership & Development.
- MS Office (Excel, Word, PowerPoint, Access).
- CRM and Sales Platforms.
- Bilingual Communication: Arabic & English.

Languages

- Arabic: Native
- English: Very Good (Spoken & Written)