

MOHAMMED NOUR HASNAA

SALES MANAGER

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📍 Khobar, Saudi Arabia, Khobar, 34227, Saudi Arabia

ABOUT ME

Seasoned Sales Manager with 21+ years in FMCG, adept at team building & surpassing sales goals, seeks to leverage strategic planning skills to enhance your team's success and fortify customer bonds.

EDUCATION

BACHELOR'S DEGREE IN
COMPUTER ENGINEERING
Aleppo University, Syria
2002

SKILLS

- Sales Management & Strategy
- P&L Management
- Business Development
- Team Leadership & Coaching
- Negotiation & Deal Closure
- Sales Operations & Forecasting
- Customer Relationship Management (CRM)
- Team Management & Sales Analytics
- Budgetary Management
- Problem Solving
- Microsoft office

LINKS

Linkdin:
<https://www.linkedin.com/in/nour-hasnaa-83052687>

LANGUAGES

- English
- Arabic

WORK EXPERIENCE

SALES MANAGER | Napco National | Khobar, Saudi Arabia | Mar 2023 - Present

- Oversaw sales operations across multiple channels, ensuring KPI achievement.
- Implemented Salesforce, enhancing efficiency with team support and training.
- Led a high-performing sales team to consistently exceed targets.
- Maintained sales while reducing annual rebate budget by 2.5%.
- Drove 18% revenue growth via strategic market and channel expansion.

AREA SALES MANAGER | Napco National | Khobar, Saudi Arabia | Jun 2019 - Mar 2023

- Directed large teams to boost overall productivity.
- Negotiated optimal pricing and terms with vendors.
- Enhanced team performance through strategic training.
- Achieved 24% growth during COVID-19 pandemic.

FIELD SALES MANAGER B2C & B2B | Napco National | Jeddah, Saudi Arabia | Mar 2014 - Jun 2019

- Hired and coached team, hitting targets through new customer relations.
- Enhanced sales processes, increasing efficiency and optimizing profits.
- Secured major regional deals, including a SAR 3.5M Saudi Airlines contract.
- Led team to consistent sales growth and business expansion.

SENIOR SALES TEAM LEADER | Napco National | Jeddah, Saudi Arabia | Oct 2011 - Mar 2014

- Expanded market coverage by 21% with clear quarterly targets.
- Created incentive programs boosting team morale and performance.
- Reduced aging days while sustaining high sales growth rates.
- Achieved consistent sales growth with strategic account focus.

SALES TEAM LEADER | Napco National | Jeddah, Saudi Arabia | Jan 2007 - Oct 2011

- Trained teams via 70% field visit coaching.
- Drove 31% revenue growth over 3 years
- Boosted customer satisfaction with tailored solutions.
- Led B2B/B2C sales aligning with company goals.

KEY ACCOUNT SPECIALIST | Napco National | Jeddah, Saudi Arabia | Jun 2003 - Jan 2007

- Managed key accounts to drive profitable growth
- Strengthened client relationships for ongoing success
- Surpassed sales targets consistently and effectively

COURSES

ADVANCED LEADERSHIP | STARMANSHIP | Mar 2013

STRATEGIC B2B S | Matters | May 2006

TRUE LEADERSHIP | Matters | Nov 2009

DRIVING PERFORMANCE WITH RETAIL AUDIT ANALYSIS | Nielsen | Nov 2019