Hazem Mohamad Mahrous Mubarak

Jeddah, Saudi Arabia
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• Nationality: Egyptian

Bachelor's Degree in business administration

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• Date of Birth: 1982

MBA – Roehampton University

Summary

15+ years of rich experience in consumer electronics, mobiles phones, IT products, in the field of distributors, channel management + expansion, key account management, trade marketing activities, sales promotions, marketing & PR, business development.



Core Area of Experience

- •Team Managements
- Visual Merchandising
- Managing PSI
- Google analytic
- •Resources and staffing
- Brand communication
- •E-commerce Operations
- •SAP

- Budget Planning
- Product Development & Launch
- Social Media
- Saber

Experience

Senior trade Marketing (GCC)

04.2019 - 04.2020



- Sustain, establish & build relationships with key national distributor accounts
- Lead marketing budget, planning and execution of Co-Ad, Co-Op, including digital, traditional, in-store,
 E-com and developing SEM&SEO
- Planning promotion calendar for each region
- Manage and participate in trade marketing activities, consumer exhibitions & sales promotions
- Define digital strategy (content, creative, media)

Regional Manager

08.2018 - 04.2019

Electrolux

- Manage and implement digital (SEO, SEM, PPC, Facebook ads, AdWords) with third party vendors
- Analyze and develop reports to measure marketing KPIs
- In-store training for products Usp, improvements for In-store branding using VM activity
- Product development, creation, positing using value chain
- · Deliver annual operations plan targets

Key Account Manager

11.2017-08.2018



- Managing 60 field sales representative across 40 stores
- Negotiated commercial agreements, vendor programmes and incentives
- Develop exclusive plans for Non-performing stores and to achieve yearly budgets for retailers
- Collect and analyze individual account local sales, inventory availability by store and current ordering situation
- Building effective relationships with key customers in Modern Trade & Pharmacies to drive critical distribution & instore plan

Sales Manager (part time)

02.2017-08.2017



- Responsible for growing Home Entrainments, sound systems and TV Accessories products across Saudi market.
- Benchmark for major key account, major distributors & channel

Western Region Trade Marketing Sales Manager

02.2015-10.2017



- Managing distributors, channel partner for home appliances growth
- Managing POSM budget, developing, deploying & executions
- Market Mapping for B2B channel expansions
- Develop consumer promotional calendar by account and methods of deploying

Key Account Business Development Sales Manager

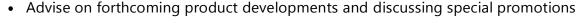
01.2011-01.2015



- Responsible for Mobiles Phones, Smart Watches, Tablets & Accessories market growth
- Managing 30 salesmen, 3 supervisors as handling 130 retailers, 3 service centers & 7 stores
- · Forecasting for sales, monitor stock levels and optimizing demand
- Follow up the channel sales and marketing program for sell in, sell through & sell out

<u>Assistant Sales & Marketing Product Manager</u>

10.2008-01.2011





- Manage roadmap, product development cycle and price positioning
- Marketing plan for all ATL and BTL activities for all products launches
- Develop & implement Go-to-Market plans
- Responsible for importing and forecasting healthy inventory

<u>Assistant Branch Manager – Team Leader</u>

03.2006-09.2008



http://matager.sa/Ar/Default.aspx

Assistant Accountant

11.2004-02.2006

