

Hazem Mohamad Mahrous Mubarak

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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 | • Resources and staffing | • Budget Planning |
| • Visual Merchandising | • Brand communication | • Product Development & Launch |
| • Managing PSI | • E-commerce Operations | • Social Media |
| • Google analytic | • SAP | • 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



- 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 & in-store plan

Sales Manager (part time)

02.2017-08.2017

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- 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

 **Electrolux**

- 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

 **Tawzih**
توزيع

- 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

Assistant Sales & Marketing Product Manager

10.2008-01.2011



- Advise on forthcoming product developments and discussing special promotions
- 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

Assistant Branch Manager – Team Leader

03.2006-09.2008



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

Assistant Accountant

11.2004- 02.2006

