

Mohamad Sidani

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PROFILE

Experienced Product Manager with solid insights in **Sales & Marketing**. A team player with a proven ability in **Business Planning** and **Strategy Implementation**. Recognized as a **Result-driven** individual due to a rigorous **Commitment** to achieving targets and overall business objectives. Attributed with **Vision** and **Proactive Behavior** towards accomplishment of goals. Seeking a challenging opportunity to achieve growth with an industry leader in FMCG or Consumer Electronics.

AREAS OF EXPERTISE

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| • Market Development/Expansion | • Financial Performance Evaluation | • Inventory Management |
| • Market Research/Analysis | • Business Planning | • Key Account Management |
| • Trade Marketing | • New Initiative/Product Introduction | • Team Management |
| • Strategy Planning | • Cost Control/Budgeting | • ATL/BTL Activities |

PROFESSIONAL EXPERIENCE

Senior Product Manager, SEALCO (Official Distributor of LG LEVANT), Lebanon, Apr. 2017 – Oct. 2018

- Developed yearly purchase and sales strategies for Home Appliances, Home Electronics and Residential AC BUs
- Monitored each business unit's P&L and evaluated financial performance
- Effectively exercised corrective actions such as cost renegotiation and offer redefinition to maintain margins
- Defined pricing strategies for new and existing line-ups, meeting revenues and profitability goals
- Negotiated product costs which in turn positively impacted P&L bottom line by 1%
- Executed a week of sales (WOS) operation leading to a reduction of overall aging inventory by 15%
- Raised LG premium line-up market share by 5% by developing a unique brand position and targeting niche audiences
- Collaborated with cross-functional teams to develop and execute "Go to Market" strategies

Product Manager, SEALCO (Official Distributor of LG LEVANT), Lebanon, Jan. 2015 – Mar. 2017

- Managed Home Appliances business unit and surpassed target gross margin by 3%
- Developed business plans drafts, providing top management with a vision of the year's P&L
- Restructured showroom incentive scheme resulting in a 16% sales growth
- Populated the product roadmap by ensuring new and innovative ideas are consistently introduced to the market
- Trained interns on implementation of the marketing mix

Assistant Product Manager, SEALCO (Official Distributor of LG LEVANT), Lebanon, Apr. 2012 - Dec. 2014

- Owned particular product line-ups and developed action plans to rectify any gaps in their overall performance
- Controlled dealer price discounts ensuring margin targets were met
- Reported competitor pricing, marketing activities, Above-the-Line and Below-the-Line promotions
- Proposed innovative content relevant to market trends and consumer behaviors to boost the WOM impact
- Conducted monthly on-site product trainings for floor salesmen, merchandisers, and promoters

Sales & Marketing Assistant, LG Electronics Inc., Lebanon, Apr. 2011 - Apr. 2012

- Developed an assortment of marketing tools including POSM, leaflets and brochures
- Executed re-branding for two major retailers to enhance brand image
- Defined market demand through survey tools to support accurate bottom-up forecast
- Collaborated with the Brand Marketing team to introduce the new Cinema 3D line-up – New Product Introduction

KEY SKILLS AND COMPETENCIES

- Excellent Proficiency in both spoken and written English and Arabic languages
- Proficient user of MS Office applications: Word, PowerPoint, Excel, Outlook

EDUCATION

Bachelor of Business Administration (Marketing), Hariri Canadian University, Lebanon - Jul. 2010

CERTIFICATIONS

PCM (Professional Certified Marketer), American Marketing Association – May. 2015

TRAININGS

- Train The Trainer, LG Electronics MEA, May. 2014

PERSONAL INFORMATION

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| • Nationality: Lebanese | • Date of Birth: 30 January 1989 | • Marital Status: Single |
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References Available Upon Request