

MOHAMED ATEF

Senior Commercial Leader | B2B Sales & Business Development | MENA Region

Jeddah, Saudi Arabia | +966 54 422 2135 | m.atef@gmail.com | Open to Relocation: MENA & Africa
[linkedin.com/in/matef90](https://www.linkedin.com/in/matef90) | [atef.work](https://www.atef.work)

EXECUTIVE SUMMARY

Senior Sales Manager and Head of Sales with 10+ years leading B2B commercial operations across the MENA building materials sector, with direct ownership of a **SAR 269M annual sales portfolio** across multiple product lines. Brings a full-cycle commercial leadership profile: national and regional sales management, distributor network development, key account strategy, territory design, and multi-channel execution - combined with the analytical capability to turn raw market data into executable decisions. Delivered 16.35% quantity growth in six months through channel restructuring, lifted forecast accuracy from 40% to 90% via Salesforce pipeline discipline and Power BI modeling, and negotiated SAR 45M in committed multi-year supply contracts with national retail chains. Known for building lasting relationships with market stakeholders and key decision-makers, maintaining precise full-market competitor intelligence, and constructing Go-to-Market strategies that are executed cleanly from territory design through to distributor-level sell-through. Well-suited for **Head of Sales, Commercial Director, and Regional Sales Manager** mandates across MENA and Africa.

CORE COMPETENCIES

- B2B Sales Leadership
- Commercial Strategy & GTM Planning
- Key Account Management
- Distributor Network Development
- Territory Design & Segmentation
- Business Development
- Channel Sales (Direct & Indirect)
- Contract Negotiation
- Competitor Intelligence & Benchmarking
- Stakeholder Relationship Management
- Sales Forecasting & Pipeline Management
- P&L Accountability
- Team Leadership & Coaching
- Salesforce CRM · Power BI · MENA Markets

ANALYTICS & TECHNOLOGY

Business Intelligence: Power BI (Certified Expert) - predictive dashboards, demand forecasting, margin analysis | Tableau (Desktop Specialist) - automated multi-region performance reporting

CRM & Automation: Salesforce - pipeline management, forecast automation, real-time visibility | Workflow automation for lead routing, complaint triage, and client communications

Other: ERP-CRM integration, ML-informed pricing analysis

PROFESSIONAL EXPERIENCE

National Sales Manager

ASK Gypsum Factory | BEAM Consolidated March 2025 – Present

SAR 269M annual sales portfolio | 3 production lines | Multiple SKUs | 5 direct reports + extended field teams across 20 distributors | 5 regions | Direct & indirect channels

- SAR 269M annual portfolio managed across 3 production lines and multiple SKUs.** Designed and owned the national commercial strategy covering retail, project, and trade channels - orchestrating direct sales force activity, indirect distributor execution, and channel pricing policy across all five regions simultaneously.
- Presented commercial strategy and quarterly business reviews directly to senior leadership.** Owned the executive reporting cycle - translating national sales performance, pricing recommendations, and competitive positioning into board-level presentations that shaped product policy, territory investment decisions, and channel expansion priorities.
- 16.35% quantity growth in 6 months.** Restructured route-to-market by onboarding 4 new distributors in underserved territories. Used Power BI sell-through analytics to identify high-potential zones and adjusted pricing tiers through data-backed competitive benchmarking.
- SAR 45M in committed multi-year contracts.** Negotiated 4 supply agreements with national hardware chains using a value-based selling approach. Modeled volume scenarios in Power BI to set margin floors and walk-away thresholds before each negotiation.

- **Built and maintained a structured stakeholder engagement program at national level.** Established and sustained senior-level relationships with key decision-makers across national retail chains, regional distributors, project developers, and procurement bodies - ensuring preferential commercial positioning and first-call access in competitive tender situations.
- **Full-market competitor intelligence with benchmarked visibility across all competitors.** Designed and maintained a live benchmarking system tracking all major market players - including production capacities, team structures, SKU portfolios, pricing tiers, and regional coverage maps. Translated intelligence into quarterly competitive positioning reports that directly informed pricing strategy, distribution gap analysis, and product response planning.
- **Designed and executed national Go-to-Market strategies from territory design to sell-through.** Built territory segmentation frameworks dividing the national market into commercially logical zones, assigned sales and distributor responsibilities per territory, and set individualized targets aligned to local market potential. Monitored field execution daily via performance dashboards and applied corrective resource allocation ahead of period close.
- **Forecast accuracy improved from 40% to 90%, reporting time reduced by 95%.** Introduced structured pipeline reviews in Salesforce and weekly predictive forecast models in Power BI - while simultaneously deploying automated Tableau dashboards that replaced 4-hour manual Excel cycles with a 5-minute consolidated daily view across all five regions.
- **SAR 12M revenue from 2 new product lines.** Identified category gaps by analyzing distributor purchasing patterns in Power BI, built go-to-market plans with marketing, and tracked launch performance through custom KPI dashboards.
- **9/10 customer satisfaction score (up from 6.5 baseline).** Established quarterly business reviews with top 15 accounts, created a technical support escalation path, and used satisfaction trend data to reduce repeat complaint rates by 60% - contributing directly to 3 contract renewals.

Sales & Marketing Operations Manager

ASK Gypsum Factory | BEAM Consolidated Feb 2023 – Mar 2025

Cross-functional operations: sales, manufacturing, marketing & logistics | 7+ trade shows/year

- **Owned full brand execution across 7+ national industry exhibitions annually.** Led end-to-end delivery: conceptualized booth designs and brand identity applications, briefed and managed fabrication vendors on structural and visual execution, and directed on-site deployment to ensure brand consistency and commercial impact. Introduced QR-code-based lead capture systems integrated directly with the CRM, generating 2,000+ qualified prospect records per year and contributing to a 40% increase in measurable brand awareness.
- **Built AI-powered chatbot workflow for customer operations.** Designed and deployed an automation pipeline connecting a client-facing chatbot to the company data center. The system auto-collected requests, generated AI-summarized daily priority reports, and routed action items to service teams - reducing customer response time by 30%.
- **80% of routine orders processed without manual intervention via ERP-chatbot integration.** Led the end-to-end integration project connecting the ERP system with the client-facing chatbot, eliminating manual invoice processing and cutting order-to-confirmation time by approximately 60% - freeing the operations team to redirect capacity toward exception management, VIP escalations, and commercial support tasks.
- **40% faster complaint resolution through workflow automation.** Redesigned complaint management using standardized digital intake: automated classification, routing, and escalation rules cut average resolution from 5 days to 3 days.
- **Reduced end-of-month revenue shortfalls by 35% through predictive performance alerting.** Built Power BI dashboards with automated threshold alerts that surfaced at-risk regional targets every week - giving managers an 18-day average correction window and improving quarterly target attainment from 78% to 94% across monitored regions.

GCC Regional Retail Sales Manager

ASK Gypsum Factory | BEAM Consolidated Dec 2021 – Feb 2023

17 sales professionals (14 reps + 3 supervisors) | GCC Western Region

- **90%+ quarterly and annual target attainment across a SAR 80M+ regional portfolio.** Developed territory-level sales plans from scratch each quarter, ran monthly Salesforce pipeline reviews to reallocate distributor and rep resources in real time, and introduced a structured sell-through tracking cadence that identified underperformance 3–4 weeks earlier than the previous reporting cycle.
- **Cut average order-to-delivery cycle from 7 days to 4 days and halved escalation volume** by introducing cross-functional communication protocols between sales, logistics, and credit teams - protecting SAR 18M+ in recurring revenue from the top regional account base.
- **Built and developed a 17-person regional team** that sustained 90%+ quarterly attainment. Structured coaching plans and live performance dashboards in weekly reviews reduced voluntary turnover to near zero and cut time-to-productivity for new hires from 3 months to 6 weeks.

Area Sales Manager | Key Account Manager

ASK Gypsum Factory | BEAM Consolidated Jan 2019 – Dec 2021

Western Region project sales | Key account portfolio | New business channels

- **40% increase in regional turnover and 50% market share growth.** Revamped pricing strategy using historical sales data analysis, renegotiated terms with underperforming distributors, and opened 3 new business channels targeting mid-tier contractors.
- **Grew key account from SAR 800K to SAR 7M annual consumption.** Built a dedicated supply chain lane for a VIP client, embedded on-site technical support, and applied a consultative approach that expanded the account's product usage across multiple project sites.

Technical Sales Engineer

ASK Gypsum Factory | BEAM Consolidated Jan 2018 – Jan 2019

Northern Region market entry | Complementary trading division launch

- **90% market share in Northern Region.** Built regional presence from scratch through contractor outreach, technical product demonstrations, and competitive displacement based on product performance data.
- **SAR 30–40M annual revenue from new trading division.** Launched a complementary product line by identifying sourcing partners, building a distributor network, and creating solution-based packages for contractors.

Technical Architect

Al Arif Contractors & Al Fawzani Partners Oct 2015 – Jan 2018

Architectural design | Construction documentation | Makkah & Riyadh

- **Technical credibility that accelerated specification-led sales cycles.** Deep familiarity with Saudi building codes, contractor workflows, and multidisciplinary project dynamics across Makkah and Riyadh - a foundation for subsequent success in specification selling, contractor network penetration, and project market share growth.
- **Architectural project experience that directly shaped a consultative commercial approach.** Managing multidisciplinary design review cycles across Makkah and Riyadh - navigating client expectations, technical constraints, and contractor relationships simultaneously - built the consultative and conflict-resolution instincts that later drove a key account from SAR 800K to SAR 7M annual consumption through embedded service, trust-based positioning, and multi-site account expansion.

EDUCATION

Bachelor of Science in Architectural Engineering

Misr Academy for Engineering & Technology | Graduation Project: Excellent

CERTIFICATIONS

- Tableau Desktop Specialist (Certified)
- Power BI Expert (Certified)

Additional Technical: AutoCAD Certified Professional | Autodesk Revit Certified Professional

LANGUAGES & ADDITIONAL

Languages: Arabic (Native) | English (Fluent - Professional Working Proficiency)

Additional: Valid Saudi Driving License