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Summary

Certified Product Manager, Certified Product Marketing Manager and Certificated KPI Professional. I have more than 11 years of experience in the FMCG industry. Had to manage a business worth more than SR. 50m annual revenue. Taking responsibilities in several areas including international sales and brand management. In international sales, I was managing distributors in Jordan, UAE & Qatar, taking care of the complete sales, and marketing activities. While in brand management, I have handled local brands in addition to some international brands such as *Tetley Tea (UK)* and *Ideal Olives (Greece)* where I had to deal with the suppliers and plan for full year marketing activities.

Achievements

- Saved more than SR. 1 million annually: Initiated, executed, and supervised a project to change the packaging of some products.
- Saved thousands of Riyals and thousands of papers annually: Proposed and implemented to stop the Fax communication in 2007 between the head office and the branches.
- Trained more than 20 end users to use SAP (Sales & Distribution Module).
- Prepared & wrote the training manual to use SAP system (Sales & Distribution Module).
- Prepared & wrote the manual to use BI SAP reporting system.

Core Competencies

- Brand Management - Sales - Analytical Skills - Leadership - Communication - Organizational Skills

Education & Certificates

University of the People	Pasadena, California, USA
Bachelor of Business Administration	August 2022
Google Digital Garage	Online
The Fundamental of Digital Marketing	January 2021
The KPI Institute	ZOOM
Certified KPI Professional	November 2020
Association for Talent Development	Dubai, UAE
Train the Trainer	October 2017
Association of International Product Marketing & Management	Dubai, UAE
Certified Product Manager	December 2011
Association of International Product Marketing & Management	Dubai, UAE
Certified Product Marketing Manager	December 2011

Employment History

<https://www.hsagroup.com>

HSA Group

Executive Assistant to Management

July 2018 – Present

<https://www.okam.com>

Omar Kassem Alesayi Marketing Co. Ltd. (part of HSA Group)

Business Manager

December 2006 – July 2018

January 2018 – June 2018

Roles & Responsibilities:

- Manage and plan a business with more than SR 50 million.
- Driving the full business cycle from procurement to post-sales services.
- Improving the company's market position and achieving the management's goals.
- Exploring new sources of supply to achieve the optimum competitive purchasing price without any compromise in the quality.

- Building a proper Go-To-Market strategy and achieve the customer expansion vertically and horizontally.
- Building process-oriented transactions for the full cycle to ensure smooth activities.
- Supporting the dry pulses team toward achieving their objectives.
- Collaborating with sales team toward achieving the sales target.
- Coordinating with supporting functions such as operation and supply chain and ensuring a solid alignment toward achieving the company's objectives.
- Sharing quarterly reports with the management showing the performance, profit, challenges, opportunities, etc.
- Working on effective plans on how to regain lost customers and maintain them.

Executive Assistant to GM

February 2016 – July 2017

My measure responsibility is to put projects on track. My organizational, critical thinking and analytical skills, trustworthiness and confidence are the main reasons why the management have nominated me to take this role during a time when projects have gone out of control. I used to keep track on all projects with the respective department's head and ensure timely execution and completion.

Brand Manager

September 2011 - January 2016

Roles & Responsibilities:

- Developing market penetration strategies.
 - Preparing an annual promotion plan toward achieving the sales target.
 - Preparing ATL & BTL activities plan.
 - Interacting with creative and media agencies for developing communication strategies.
 - Communicating with research agencies to develop Consumer Behaviors, Usage & Attitude, and awareness research.
 - Following up the stock and ensuring the availability.
 - Reviewing the sales in a regular basis and take necessary actions whenever deemed necessary.
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Export Sales In-Charge

January 2010 - August 2011

Roles & Responsibilities:

- Exploring the potential and opportunities in the targeted market.
 - Reviewing the launching plan that is prepared by distributor and make necessary rectification to ensure a proper execution and achieving the targets according to the company's budget and profit.
 - Executing all orders received from the distributor.
 - Tracking the sales and stock of all markets and ensure proper replenishments.
 - Visiting the markets in a regular basis and ensure proper implementation according to the company's direction.
 - Planning marketing and trade activities with the distributor to enhance the awareness and market share.
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SAP Key User – SD Module.

August 2008 - December 2009

Roles & Responsibilities:

- Participating in the AS-IS meeting and the blueprint preparation.
- Acting as the middle connection between the business and the ERP implementation team.
- Translating the business requirements from operation needs to technical understanding.
- Ensure all business requirements are incorporated into the system for smooth execution without effecting the business results.
- Preparing the training manual for the end user and conduct the training.
- Acting as the support center for all end users and fix their issues.

IT Skills

- Microsoft Office - Tableau - Power BI - SAP - Django (Web) - Kotlin (Android) - SwiftUI (iOS)

Language

Arabic

Native

English

Fluent