

Mohamed Ali

Commercial Manager | Sales & Operations Leader

☎ +966 50 654 0116 | ✉ mohamedali.caeg@gmail.com

📍 Riyadh, Saudi Arabia | 🛂 Visa Status: Transferable

🔗 [LinkedIn: mohamed-ali-6338141b3](https://www.linkedin.com/in/mohamed-ali-6338141b3)



Career Objective

Dedicated and results-driven Commercial Manager with over 20 years of progressive experience in sales, operations, brand management, and merchandising in the retail and fashion industries. Proven track record of driving strategic growth, optimizing processes, and leading high-performance teams. Seeking to contribute my leadership skills and market expertise to a forward-thinking organization focused on innovation and sustainable expansion.

Professional Experience

Commercial Manager – Adidas | Sports Gate Trading & Agencies

SEP 2023 – APR 2025

- Directed commercial strategy across sales, marketing, and retail functions.
- Drove double-digit revenue growth by optimizing channel performance and customer engagement.
- Led strategic partnerships with key accounts and regional distributors.
- Oversaw pricing, margin management, and P&L ownership for the Adidas business.
- Introduced business intelligence tools to enhance forecasting and category management.

Commercial Operations Manager – Adidas | Sports Gate Trading & Agencies

JAN 2020 – AUG 2023

- Managed end-to-end operations for Adidas retail and wholesale business.
- Coordinated demand planning, product allocation, and stock replenishment.
- Led operational process improvements across logistics, warehousing, and retail.
- Partnered with finance on cost control and margin enhancement initiatives.

Senior Brand Manager – Adidas | Sports Gate Trading & Agencies

JAN 2016 – DEC 2019

- Spearheaded brand development strategies in alignment with global Adidas guidelines.
- Executed marketing campaigns, product launches, and in-store activations.
- Collaborated with design and product teams to localize assortments.
- Managed annual brand budgets and ROI on marketing spend.
- Mentored junior brand team members and retail trainers.

Brand Manager – Adidas | Ra Sport Trading & Agencies

MAR 2014 – NOV 2015

- Maintained brand consistency across all retail and wholesale channels.
- Handled seasonal planning, buying, and product lifecycle management.
- Delivered retail performance analysis and identified growth opportunities.
- Coordinated cross-functional collaboration between sales, operations, and marketing.

Merchandising Team Leader – Adidas | Ra Sport Trading & Agencies

APR 2012 – DEC 2014

- Supervised merchandising team to ensure execution of global standards.
- Created in-store visual layouts to drive product visibility and sales.
- Supported product launches with tailored store merchandising concepts.

Adidas Merchandiser – Ra Sport Trading & Agencies

MAY 2010 – MAR 2012

- Implemented visual merchandising guidelines across stores.
- Managed stock levels and organized in-store product displays.
- Collaborated with store staff to drive seasonal sales campaigns.

Multi-brand Branch Manager – Ra Sport Trading & Agencies

JUN 2007 – APR 2010

- Oversaw day-to-day store operations across multiple brands.

- Achieved and exceeded sales targets through staff coaching and effective visual merchandising.
- Managed store P&L, inventory, and customer satisfaction metrics.

Deputy Branch Manager – Ra Sport Trading & Agencies

AUG 2005 – MAY 2007

- Ensured smooth execution of daily sales and customer service procedures.
 - Assisted in staff management and inventory control.
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Skills

- Strategic Sales & Commercial Planning
 - Brand Development & Positioning
 - Operations Management & Logistics
 - Team Leadership & Performance Management
 - Retail Merchandising & Visual Strategy
 - Budgeting & P&L Accountability
 - Forecasting & Demand Planning
 - KPI Monitoring & Reporting
 - Multi-channel Retail Management
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Education

Bachelor of Law

2000 – 2004 | Grade: Good

Languages

- Arabic: Native
- English: Fluent