

Ahmed Metwally

Regional Category Manager | Gulf Region | Kitchenware, Furniture, Appliances, Leisure

 ahmadmeetwaly@gmail.com  +966-503-565481  Saudi arabia  Egyptian

 <https://www.linkedin.com/in/Ahmed-Samir>

PROFESSIONAL SUMMARY

- Results-oriented Regional Category Manager with over 6 years of progressive experience in the retail and e-commerce sectors across the Middle East.
- Proven success in driving revenue growth, optimizing product portfolios, and leading strategic sourcing for kitchenware, furniture, appliances, and leisure categories.
- Expert in supplier negotiations, pricing strategy, demand forecasting, and cross-functional collaboration, enhance profitability, and deliver commercial targets across markets including KSA, UAE, Oman, Qatar, Kuwait and Egypt.

CORE COMPETENCIES

Supplier Relationship Management	Strategic Sourcing & Negotiations
Pricing Strategy & Profitability Optimization	Demand Forecasting & Inventory Planning
Category Development & Management	Budgeting & Cost Efficiency
Retail & E-commerce Integration	Data Analysis (Power BI, ERP Systems)
Market Research & Competitive Analysis	Campaign Development & Execution

PROFESSIONAL EXPERIENCE

Regional Category Manager - Gulf Region Jul 2023 – present
Alsaif Gallery  Riyadh, Saudi Arabia

- Spearheaded pricing and sourcing strategies for kitchenware and appliances categories, increasing contribution of E-commerce sales by 18% within 9 months.
- Optimized regional purchasing and inventory management, reducing overstock by 12%.
- Negotiated supplier contracts, generating annual cost savings of SAR 2.5 million.
- Conducted market and sales analysis to drive category development and positioning.
- Collaborated with marketing teams, delivering a 22% YoY category sales uplift.

Category Buyer - UAE & KSA Dec 2022 – Jun 2023
Taager Riyadh, Saudi Arabia

- Managed purchasing and stock optimization across UAE & KSA, ensuring 95% stock availability.
- Enhanced contribution margin (CM3) through strategic pricing, aligned with company targets.
- Recommended winning assortments, achieving a 15% sales increase for focus categories.

Category Manager

Raneen

Jun 2021 – Nov 2022

Cairo, Egypt

- Drove a 25% revenue increase through category growth strategies.
- Conducted consumer research and competitor analysis to optimize pricing and promotions.
- Developed accurate demand forecasts, ensuring 98% product availability during peak periods.

Strategic Account Manager I Commercial

Homzmart ☑

Jan 2020 – May 2021

Cairo, Egypt

- Managed key seller relationships across Egypt and Saudi Arabia, driving a 30% sales increase in the furniture category.
- Led account reviews, range optimization, and commercial negotiations to maximize profitability.

Senior Category Developer

Homzmart ☑

Feb 2019 – Dec 2019

Cairo, Egypt

- Strengthened supplier partnerships, securing competitive pricing and reducing category costs by 10%.
- Oversaw supplier quality through factory visits, enhancing product quality and reducing returns.

E-Commerce Account Manager

Penguin Egypt ☑

Jul 2018 – Jan 2019

Cairo, Egypt

- Negotiated campaigns with marketplaces (Amazon/Souq, Noon, Jumia), improving campaign ROI.
- Managed B2B accounts and logistics to streamline operations.

Online Marketing Coordinator

Penguin Egypt

Feb 2018 – Jun 2018

Cairo, Egypt

Back Office Executive

Telecom Egypt

Mar 2017 – Jan 2018

Cairo, Egypt

Call Center Representative

Etisalat Egypt

Oct 2016 – Feb 2017

Cairo, Egypt

EDUCATION

Bachelor's Degree in Business Administration & Management — Cairo, Egypt | 2016

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Basic P&L and Financial Management

Dec 2024 – Jan 2025

Diploma in Leadership and Management Styles

Jan 2024 – Mar 2024

Digital Marketing Essentials Masterclass

Apr 2024 – Jun 2024

Google Data Analytics Professional Certificate

Jun 2022 – Aug 2022

Languages

English

B2

Germany

A1

Arabic