

Wael Alnajjar

Manager | Consultant | Supervisor

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PROFESSIONAL SUMMARY

Sales and Operations Manager with 10+ years of experience in the Saudi retail and kitchen solutions market. Proven track record of leading high-performing sales teams, increasing regional market share, and delivering consistent revenue growth. Skilled in showroom management, client relationship development, and strategic sales execution.

EMPLOYMENT EXPERIENCE

- Area Manager - Ahmed Abdullah Al-Hamad Al-Essa Co. (NiuLi)

Jeddah, Saudi Arabia | 2023 – 2025

- Led a sales team to exceed monthly targets and KPIs.
- Expanded market share regionally.

- Showroom Manager - Ahmed Abdullah Al-Hamad Al-Essa Co. (NiuLi)

Jeddah, Saudi Arabia | 2022 – 2023

- Oversaw sales team and improved conversion rates.

- Sales Consultant - Ahmed Abdullah Al-Hamad Al-Essa Co. (NiuLi)

Jeddah, Saudi Arabia | 2020 – 2022

- Consistently top performer in kitchen product sales.

- Sales Consultant - Ahmed Abdullah Al-Hamad Al-Essa Co. (Ixina – German Kitchen)

Jeddah, Saudi Arabia | 2017 – 2020

- Managed showroom operations.
- Collaborated with designers to ensure client satisfaction.

- Showroom Manager - Al-Ameed Kitchen Company

Khobar, Saudi Arabia | 2015 – 2017

- Oversaw sales team and improved conversion rates.

- Showroom Manager - Teka Company (Kitchen Appliances)

Khobar, Saudi Arabia | 2014 – 2015

- Led appliance sales across two major cities.

- Sales Consultant - Ahmed Abdullah Al-Hamad Al-Essa Co. (Ixina – German Kitchen)

Khobar, Saudi Arabia | 2013 – 2014

- Consistently top performer in kitchen product sales.

- Store Manager - Alhokair Co. (Promod Brand)

Jeddah, Saudi Arabia | 2009 – 2013

- Managed fashion retail operations and supervised 10+ staff.

EDUCATION

- Diploma in Hotel Management

Graduated | 2006

Institute of Hotel Studies - Damascus University

- Literary Baccalaureate

2004

COURSES & CERTIFICATIONS

- Project Management Professional (PMP)

2014

- English Language Conversation Course – British Council

2021

SKILLS

- Sales-Specific Skills

- Sales forecasting
- CRM systems
- Retail KPI analysis
- Showroom merchandising
- Negotiation & closing techniques
- Customer lifecycle management

- Techno Skills

- Microsoft Excel, Microsoft Word, SAP, Internet Research.

- Personal Skills

- Excellent teamwork and collaboration abilities
- Effective verbal and written communication
- Strong time management and organizational skills
- Problem-solving and decision-making under pressure
- Leadership and team coordination in multidisciplinary environments

LANGUAGES

- **Arabic:** Native
- **English:** Professional Working Proficiency