

Mohamed Moaaz

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Senior Sales Representative | Office Furniture & Interior Solutions Expert

Proven success in B2B sales, client relations, and business development across Saudi Arabia and the Gulf, with over 11 years of experience in the commercial furniture industry.

Core Competencies

- Strategic B2B Sales & Key Account Management
- Office Furniture Product Knowledge (Workstations, Chairs, Cabinets, etc.)
- Market Expansion & Lead Generation
- Bid Preparation & Project Coordination
- Interior Designers & Contractor Engagement
- Pricing, Product Presentation, and Catalog Customization
- Negotiation & Closing Skills
- CRM & Pipeline Management

Professional Experience

Senior Sales Representative

Al Eqtessad Co. for Commercial Investment Ltd – Riyadh, Saudi Arabia

Jan 2023 – Present

- Spearheaded B2B sales efforts for office furniture solutions targeting corporate, governmental, and contractor segments.
- Participated in pricing strategy, project quotations, and catalog presentations for major tenders.
- Established relationships with interior designers and architects to promote long-term collaboration.
- Tracked and followed up on inbound and outbound leads through CRM systems.

Sales Manager – Office Furniture & Interior Projects

Various Freelance/Commission-based Engagements – KSA & Gulf

2020 – 2022

- Represented Chinese and European manufacturers in KSA and GCC markets.
- Led marketing and distribution of high-quality commercial furniture lines.
- Managed client communications, order processes, and after-sales coordination.

Branch Sales Manager

Al Eqtessad Co. – Riyadh

2015 – 2020

- Directed branch operations and inventory while managing a team of sales associates.
- Achieved sales targets and increased branch revenue by 30% over 2 years.
- Enhanced client service and implemented workflow improvements.

Education**Bachelor of Law**

Egyptian University – Egypt

Languages

- Arabic: Native
- English: Intermediate (working proficiency – improving continuously)