

ASHRAF REZEQ

Amman, Jordan | +962 - 78 091 5080 | Ashraf1979ahmad@gmail.com | Holding (Jordanian | UAE) Driving Licenses

PROFESSIONAL SUMMARY

Results-driven Sales & Operations Manager with over 12 years of extensive experience in FMCG, foodstuff, mother & child supplies, and pharmacy sales across the UAE and Jordan. Proven track record in driving revenue growth, opening new markets, and managing high-performing sales teams. Skilled in key account management, route-to-market optimization, trade marketing, and P&L responsibility. Demonstrated success in expanding market footprint and building long-term commercial partnerships.

CORE COMPETENCIES

- FMCG & Pharmacy Sales Management
- Key Account Management & Client Retention
- Team Leadership & Sales Force Management
- Market Expansion & Business Development
- Route-to-Market Strategy & Territory Planning
- Contract Negotiation & Trade Marketing
- Budgeting, Forecasting & P&L Management
- Supply Chain & Inventory Control

PROFESSIONAL EXPERIENCES

Yan Industrial and Commercial Company – Amman, Jordan

Position: Sales Representative (Mother & Child Supplies, Medical Devices, and Pharmacies) | Duration: Jul 2026 – Present

- Drive direct sales and distribution of mother & child care products, medical equipment, and health supplies across pharmacy accounts and specialized retailers.
- Establish and maintain strong business relationships with pharmacy managers, purchasing decision-makers, and key clients.
- Execute route-to-market plans to expand product availability and achieve sales growth targets in designated territories.
- Manage field sales operations, order processing, product demonstrations, and post-sales support.

Rawhi Group (Ruhi Warehouse) – Amman, Jordan

Position: Sales Representative | Duration: Feb 2024 – Jun 2026

- Managed B2B sales for foodstuff products across the Jordanian market.
- Developed a new client portfolio of 40+ distributors and major supermarkets.
- Increased monthly sales volume by 22% within the first 6 months through route-to-market optimization and strategic field planning.

Otantik General Trading LLC – Dubai, UAE

Position: Operations Manager | Duration: Oct 2021 – Jun 2023

- Led operations and sales for a prominent foodstuff trading company generating AED 25M in annual revenue.
- Managed a multidisciplinary team of 15 staff members across sales, warehouse management, and logistics operations.
- Reduced operational costs by 18% while maintaining a 99% on-time delivery rate.
- Negotiated commercial contracts with over 50 key clients across UAE retail and HORECA sectors.

Wild Stallion General Trading – Dubai, UAE

Position: Manager | Duration: Mar 2019 – Oct 2021

- Oversaw end-to-end sales and operations for the Food & Beverage division.
- Expanded market presence into 3 new Emirates markets, increasing the active client base by 60%.
- Implemented sales CRM system and updated processes, improving lead conversion rate by 35%.

Taj Al Sultan FZE – Dubai, UAE

Position: Sales Manager | Duration: Aug 2017 – Mar 2019

- Handled key national accounts across the UAE market, managing an AED 18M client portfolio.
- Achieved a 95% client retention rate through dedicated after-sales support and proactive relationship management.
- Collaborated with international suppliers in Turkey and India for optimal product sourcing and pricing.

Abdulla Al Amodi Foodstuff LLC – Abu Dhabi, UAE

Position: Supervisor | Duration: Aug 2013 – Aug 2017

- Supervised a field sales team of 8 sales representatives and managed merchandising across 200+ points of sale (POS).
- Executed strategic trade promotions, increasing sell-out velocity by 28% in major hypermarkets.
- Ensured strict compliance with food safety regulations, merchandising standards, and inventory control protocols.

EDUCATION QUALIFICATIONS

B.Sc. in Electrical Power Systems

Al Balqa Applied University, Jordan (Graduation Year: 2008)

SKILLS & LANGUAGES

Technical & ERP Skills	Soft Skills	Languages
• Microsoft Office (Advanced Excel) • SAP • Oracle ERP • Salesforce CRM	• Leadership & Teamwork • Strategic Negotiation • Problem Solving & Decision Making • Adaptability & Multi-tasking	• Arabic (Native) • English (Fluent)

REFERENCES

Available upon request.