



Waleed Abu Omar

Sales Unit Manager | Expertise in Revenue Management, Customer-Centric Operations, and Market Growth

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Riyadh Saudi Arabia

Professional Summary

Experienced Sales Manager with over 25 years in optimizing revenue, driving customer-centric initiatives, and managing teams to increase market share in FMCG and telecommunications sectors. Skilled in identifying revenue growth opportunities, enhancing customer satisfaction, and overseeing sales operations to ensure high-quality service delivery. A proactive manager known for improving team performance, streamlining processes, and implementing practical solutions that support financial and operational goals.

Core Competencies

Revenue & Profitability Management, Customer-Centric Service Delivery, Market Share Growth & Expansion, Team Leadership & Development, Sales Operations & Process Improvement, Performance Analysis & Reporting

Skills

Leadership and Team Development, Customer-Centric Approach, Strategic Thinking, Problem Solving, Effective Communication, Influence & Persuasion, Adaptability in Fast-Paced Environments, creativity, flexibility, result oriented, conflict management, analytical thinking.

Work Experience

- Unit Sales Manager – PepsiCo Aljomaih Bottling Plant (Saudi Arabia) since February 2023 till Present
- Regional Sales Manager Delta & Canal 2021 – 2022
- Aera Sales Manager Kellogg's Noodles 2020 – 2021
- Branch Manager Rani 2016 – 2020
- Branch Manager Nestle 2010 - 2015

PepsiCo Aljomaih Bottling Plant – Saudi Arabia **Unit Sales Manager** **February 2023-Present**

Revenue Optimization, Analyzed sales data to identify revenue-generating opportunities, successfully implementing strategies that improved profitability and minimized costs.

Customer-Focused Operations, Enhanced customer service and delivery standards, contributing to increased customer satisfaction and loyalty across key accounts.

Market Share Expansion, Achieved sales growth through effective territory management and strategic distribution, increasing product reach and market presence.

Team Leadership, Directed Territory Development Supervisors, setting daily and weekly objectives and conducting performance reviews to ensure productivity and alignment with targets.

Contract Negotiation & Client Relations, Managed relationships with major clients, securing contracts that supported revenue goals and aligned with the company's growth objectives.

Sales Data Tracking, Utilized real-time sales data and market insights to make informed operational adjustments, optimizing revenue outcomes and improving efficiency.

Credit Management, Prepares and obtains RSM approval on credit limit needs according to turnover rates for the unit to facilitate the achievement of plan.

Asset Management, Monitors and manages cooler distribution to ensure compliance with the Customer Development Agreements (CDAs) basis the agreed customer's segmentation.

Route Management, Conducts quarterly routing to ensure utmost productivity and efficiency across all routes and optimal customer service.

Trade Execution, Conducts market visits, spot checks, and reports to the RSM adherence to execution standards (e.g. FIFO, prime location, cooler integrity...etc.) as well competitor activities to coordinate corrective measures.

Projects, participates in the implementation of projects including Information Technology upgrades, Go To Market (GTM) enhancements, sales process transformation as required to contribute to continuous improvement.

People management, Coaches and develops his subordinates, appraises their performance, plans their leaves, manages their assignments, facilitates their work and motivates them to meet business objectives

Education

2015 – To 2019 Mansoura University Elmansoura - Accounting Division

Training Courses

- Frontline KPIs
 - Gate Meeting Beverage
 - One On One
 - Work With
 - Growth mapping
 - Team Meeting
 - Objection Mapping
 - 8 Steps of a call
 - Team Meeting
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