

MUSTAFA ADEL MOHAMMED NADIM

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EGYPTIAN - Married - Muslim

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DOB: 24-October-1987

Objective:

A challenging and long-term position in business administration where I can leverage my education, knowledge, and experience to drive results and contribute to organizational growth.

Education:

Bachelor's degree in business administration.

Professional Experiences:

Key Account Manager

ETAB International (Loft Company) | February 2024 - Present

- Formulate pricing policies by analyzing merchandising activities, determining sales promotions, and studying market trends.
- Lead the development and enhancement of work systems and processes.
- Provide crucial information to showroom staff via phone, email, and in-person communications.
- Prepare monthly and annual summaries and statistical reports on work orders.
- Identify potential clients through phone calls and field visits.
- Quote for small projects and items in stock.
- Collaborate with sales staff across Khobar and Jeddah showrooms to assess customer needs and forecast sales volumes.
- Handle the entire sales process, from identifying available projects on platforms like **SAP Ariba**, **Etimad** and **Forsah**, to managing client meetings and actively seeking out new clients and companies.
- Manage a diverse team consisting of showroom sales representatives in Riyadh, Jeddah, and Khobar, as well as designers and pricing specialists.

Key Account Manager and Projects Supervisor

Riyadh Investment Group (Al-Makateb Company) | 2018 - February 2024

- Managed project timelines and deliverables, ensuring quality and adherence to client specifications.
- Developed client relationships to ensure long-term satisfaction and repeat business.
- Coordinated with cross-functional teams to streamline project execution.

Showroom Manager

Riyadh Investment Group (Al-Makateb Company) | 2016 - 2018

- Directed store operations, including employee scheduling, training, and performance management.
- Achieved financial objectives through budget preparation, expenditure tracking, and variance analysis.
- Ensured merchandise availability and security, and maintained compliance with legal requirements.
- Developed and implemented marketing strategies, including advertising and sales promotions.

Marketing & Sales Representative

Riyadh Investment Group (Al-Makateb Company) | 2013 - 2016

- Managed existing accounts and established new accounts through strategic planning and outreach.
- Tailored sales presentations to suit different outlets and trade factors.
- Provided management with activity reports and market analysis.
- Monitored competitor activities and recommended product and policy changes.

Executive Assistant

General Maintenance Department, King Saud Medical City | 2009 - 2013

- Managed incoming communications, including memos and reports, and determined distribution.
- Maintained records management systems and handled general office duties, including invoicing and reporting.
- Supervised and trained clerical staff and coordinated training for technicians.
- Assisted in the preparation of maintenance-related reports and circular memoranda.

Skills & Abilities

- Ability to work effectively in a multinational team environment.
- Strong commitment to continuous self-development.
- Expertise in strategic planning, resource allocation, and leadership.
- Strong problem-solving skills with the ability to anticipate and resolve issues.
- Excellent communication skills, including active listening and information dissemination.
- Proficient in both Arabic and English.

Certificates & Training

- **Attended & completed training in Advanced Selling Skills | 2025**
- **Appreciation Letter from Al-Makateb Company | 2024**
- **Appreciation Letter from King Saud Medical City | Quality Day, 16th May 2012**
- Completed training in electrical safety, medical gases, hazardous materials, waste management, general safety & security, and disaster preparedness (2011-2012-2013).
- **Appreciation Letters from Royal Industrial Institute | Training Section Coordinator, King Saud Medical City (2010-2013)**

References available upon request.