



Basem Elhosienny

Sales Supervisor | Cement & Construction Materials

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Professional Summary

A result-driven sales professional with over 14 years of experience in cement, construction materials, mobile accessories, and electronic payment services. Proven expertise in building client relationships, growing sales, developing new markets, and solving operational challenges. Seeking a senior sales management role in the cement industry.

Professional Experience

- **Sales Supervisor – Najran Cement Company (Dec 2023 – Present)**

Responsible for growing cement sales in **Riyadh**.

Built strong relationships with both distributors and direct clients in concrete and block factories.

Diversified the client portfolio to ensure sales continuity.

Activated sales of existing clients and onboarded new ones for key distributors.

Solved transportation and delivery delays by coordinating with the logistics department.

Helped stabilize product quality and maintain market-competitive pricing.

Increased total sales by approximately 50%.

- **Sales Coordinator – TOWA Development Company (Jan 2022 – Dec 2023)**

Managed the cement category in the company's product portfolio in **Riyadh**.

Negotiated purchase prices with the supplier cement plant.

Opened new markets, increasing daily sales from 100 to 1,200 tons.

Expanded client base from 2 to over 25 active clients.

Monitored credit exposure and handled collections.

Resolved delivery issues and ensured on-time dispatching.

- **Sales Supervisor – MGM Mobile Accessories (Jan 2018 – Dec 2021)**

Traveled to China to source and purchase inventory based on market trends.
Oversaw sales team, product selection, pricing strategy, and territory distribution.
Monitored collection cycles and sold full container loads within 2-month rotation.

- **Sales Representative – Fawry (Jul 2015 – Dec 2017)**

Promoted electronic payment machines at a time when market adoption was low.
Convinced merchants to adopt the technology and provided training and materials.
Grew active sales points from 4 to over 50 in my area.

- **Account Executive – Second Step (Apr 2014 – May 2015)**

Managed Nokia account in Mansoura as part of the Nokia ME distribution chain.
Followed up with dealers and promoter performance.
Collected competitor data and market share info.

- **Sales Representative – Union Group (Jan 2012 – Feb 2014)**

Handled Samsung phone sales and outdoor distribution.
Managed stock, display, and customer engagement.

- **Sales Representative – Raya Holding (Dec 2009 – Dec 2011)**

Focused on Nokia mobile sales.
Built foundational skills in retail and channel sales.

Education

Bachelor of Laws (LLB), Mansoura University, Egypt – 2009

Skills

Sales Strategy and Planning

Team Leadership

Key Account Management

Negotiation and Closing

CRM Tools

Sales Forecasting and Reporting

Market Development

Problem Solving

Microsoft Excel

Product Knowledge: Cement, Mobile Accessories

Communication and Relationship Building