
MOHAMED AWADALLA

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PROFESSIONAL SUMMARY

Results-driven Sales and Procurement Specialist with 10+ years of experience selling to individuals, corporate clients, and real estate developers. Proven ability to adapt strategies across diverse customer segments in the building materials industry. Skilled in aligning procurement with evolving market needs, negotiating vendor terms, and closing high-impact B2B deals that boost operational efficiency and client retention.

PROFESSIONAL EXPERIENCE

ALI ALFAYZ TRADING ESTABLISHMENT – SAUDI ARABIA

Sales Executive | 2017 – 2025

- Managed a diverse sales portfolio across individual clients, companies, and real estate developers.
- Customized sales Presentations based on client profile and project needs.
- Led procurement operations from quotation analysis to supplier selection and purchase order execution.
- Negotiated prices and delivery terms to ensure maximum cost-efficiency and availability of materials.
- Collaborated with warehouse and logistics teams to align stock levels with sales forecasts.
- Managed long-term relationships with key accounts and new clients across B2B and B2C channels.
- Delivered strategic pricing proposals that contributed to winning competitive bids.

FAHAD ALDAWI CONSTRUCTION ESTABLISHMENT – SAUDI ARABIA

Administrative Officer | 2015 – 2017

- Managed administrative tasks and maintained organized documentation systems.
- Supported scheduling, reporting, and internal communications across departments.
- Improved record-keeping efficiency through file system restructuring.

ABDULRAHMAN ALFAYEZ CONSTRUCTION ESTABLISHMENT – SAUDI ARABIA

Administrative Officer | 2012 – 2015

- Implemented standardized document control procedures.
- Facilitated team coordination through clear reporting practices.
- Maintained compliance records and streamlined filing systems.

MIDDLE EAST REAL ESTATE MARKETING COMPANY – EGYPT

Senior Sales Consultant – Timeshare | 2010 – 2012

- Developed and executed innovative sales strategies tailored to the vacation ownership sector.
 - Consistently exceeded monthly sales targets by engaging and converting walk-in clients.
 - Coordinated with marketing teams to refine promotional materials and lead qualifications.
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EDUCATION

Bachelor of Law – Zagazig University, Egypt | 2010

CERTIFICATIONS

- Professional Selling: 3 Steps to High-Performance Specialization – Kennesaw State University.
 - B2B and Territory Sales Strategies and Techniques – Coursera.
 - Inbound Sales – HubSpot Academy.
 - Negotiation Foundations – LinkedIn Learning.
 - HubSpot Sales Software – HubSpot Academy.
 - Effective B2B Communication – Alison.
 - B2B Sales Strategy: Winning Plays for Big Contracts – LinkedIn Learning.
 - Sales: Closing Strategies – LinkedIn Learning.
 - The Science of Selling: Proven Strategies to Close the Deal – LinkedIn Learning.
 - Align Sales Operations with Business Strategy – LinkedIn Learning.
 - Sales Strategy: How to Effectively Sell Your Product or Service – LinkedIn Learning.
 - B2B Partnership Development – Alison.
 - The Art of Selling – Edraak.
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LANGUAGES

- Arabic: Native or Bilingual Proficiency
 - English: Professional Working Proficiency
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SKILLS

- B2B & B2C Sales Strategy
 - Procurement Planning & Execution
 - Client Segmentation & Targeting
 - Negotiation & Deal Closing
 - Vendor Management & Cost Control
 - Administrative & Document Management
 - Microsoft Office & Data Reporting
 - Time Management & Team Coordination
 - Building Materials Product Knowledge
 - Sales Presentation & CRM Familiarity
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