

Senan Salkini

Commercial Management | E-Commerce | FMCG | B2B | B2C
E-Mail: s.salkini@hotmail.com
Phone: 00966 530074021



Summary

A creative, business-oriented acumen individual with 18+ years of extensive work experience across FMCG channels (modern & traditional trade, foodservice, and E-commerce) in both B2C & B2B modules. A rich experience coupled with a proven track record of developing & implementing distinctive successful strategies and route to market plans for some of leading local and international brands. My personality encompasses a blend of bold ambition & profound curiosity, and my output played a crucial role in the progress of the corporations I have been associated with.

Personal Information:

Name : Mohammad Senan Salkini
Date of birth : Feb15,1983
Marital status : Married
Nationality : Syrian
Current Address : Riyadh –Saudi Arabia
Visa Status : Holding Two residencies (Saudi Residence & UAE Residence)

Key Skills:

▪ **Professional Skills:**

- Expert in launching and starting-up business.
- Business Acumen who can deliver, from a whole business plan preparation, forecasting & budgeting, till implementation & review.
- Extensive knowledge of distribution processes with a proven ability to establish new, effective, and efficient team.
- Exceptional expertise in E-commerce retail business management.
- Team player, working effectively within the team, delivering own targets, and supporting others.

▪ **Personal Skills:**

- High Leadership skills.
- Excellent Computer skills.
- Written and verbal communication skills.
- High integrity, honesty, and transparency
- Strong business acumen, aggressive, self-starter, and dynamic personality.
- Work under pressure and handle changing business priorities and directions in a dynamic and multi-tasking environment.
- Staff confidence winner, strong relationships builder.

Career History:

Ninja App

KSA

➤ **March 2022 till present – Commercial Director**

Main Responsibilities

- Building the commercial department from ground up.
- Hiring & coaching commercial, catalogue & brand partnership team.
- Act as a one man show then manage the commercial team toward listing & onboarding 113 vendors from FMCG different categories.
- Leading the selection & pricing task, listing the top seller 5'200 SKU's.
- Defining key App media elements needed, same for digital metrics with both IT and digital team.
- Building the brand partnership department, developing sellable media elements with the related rate card, generating media revenues from 3rd month.
- Achieving front & back targeted margins.

MONH App (B2B platform)

KSA

➤ **Nov 2021 Feb 2022 – Commercial Director**

Main Responsibilities

Building, coaching, developing & managing the below departments

- Marketing & Customer Care
- Procurement & Category management
- B2B sales
- Catalogue and Content
- Business Intelligence

ZAD App (B2C Platform)

KSA

➤ **Feb 2020 till Oct 2021 – Commercial Consultant**

Main Responsibilities

Direct Management to:

- Retail Partnership
- Catalogue, selection & prices.

Coaching and advising

- Brand Partnership management team
- Marketing team

➤ **Feb 2019 till Present – Feb 2020 – Head of Sales & Commercial Partnership**

Main Responsibilities

▪ Sales Team Management:

- Managing the sales team towards achieving their monthly, quarterly & yearly targets.
- Determine market segmentation, sales channels, sales and communication strategies.
- Collaborating with other departments onboarding recruited accounts live.

- Retail Sales & Partnership:
 - Leading the total grocery business across KSA
 - Affiliate new retailers to ZAD App , in term of (selection, contracting, supply, operation & margins)
 - Leading the content department & collaborate with operation, finance, product & marketing
 - departments towards each retail partnership project initiation and implementation.
 - Support building a network of dark stores /mini warehouse along KSA
- Brands Partnership:
 - Responsible for the commercial /brand partnership revenue, segregating the target on the category / account managers.
 - Develop comprehensive plans, promotion calendar, messaging strategy, evaluation and optimization in alignment with the marketing & category management team.
 - Leading the commercial / category managers team to pursue, evaluate, negotiate, execute and implement partnership agreements.
 - Bridging the category management and vendors with the marketing department
 - Translate insights from research and data into product positioning, value propositions and
 - messaging that resonates with the partners to improve awareness of and engagement
 - Maintaining dashboards of targets & KPI's to the different business department.
 - Resources planning direct the hiring and training of staff .

KGCF – KHAIRALGEYAD CHESSE FACTORY

KSA

➤ **July 2017 till Feb 2019 – Commercial Manager**

Main Responsibilities:

- Managing sales & marketing departments for both local and overseas markets.
- Developing overseas markets, managing current distributor and assigning new ones.
- Restructuring sales and marketing team, updating job description, defining KPI's.
- Managing commercial budget, insuring ROI.
- Managing operational budget.
- Define & implement commercial strategies that accelerate growth & brand positioning.
- Define & implement business growth models, solutions & techniques.
- Developing plans for expansion and business development.
- Understanding customers & consumer's needs.
- Managing daily operations, including employee staffing & training, BDA's negotiations and production planning.

Signature Snacks LLC

KSA

➤ **November 2014 till April 2017 – Country Manager**

Main Responsibilities:

- Responsible for company start up and registration in Saudi Arabia.
- Defining business strategies and plans.
- Maintaining organizational set-up and instituted local policies & procedures ensure an effectively operating organization.
- 2017 , 2016 & 2015 business plan & route to market preparation and execution.
- Guiding the team to pipeline Signature Snacks products in the Modern Trade channel over the Kingdom within the time frame and budget allocated .
- Developing Signature Snacks portfolio presence in the Modern Trade business by working closely with the Key accounts principals in setting up business plans that guarantee a sustainable & growing business trend .
- Control the commercial budget (ATL & BTL)
- Ensure the achievement of pipelining, projected sales and budget objectives while building strong brands with a good market positioning.
- Resources planning, direct the hiring and training of staff.
- Leverage consultative sales strengths to identify opportunities, nurture relationships and close deals.
- Work closely with the marketing, product development, and research team in "Signature Snacks
- Dubai" for the new product launching, marketing strategies discussion & campaigns implementation in KSA market.

SBTC – (INDOMIE KSA)

KSA

➤ **December 2012 till October 2014 - Area Manager**

Main Responsibilities:

- Full responsibility of all sales activities in the Jeddah branch.
- Managing a sales team of 7 supervisors and 30 sales representatives covering all channels.
- Coordinate with other departments (Accounting, Logistics, IT, HR and Administration) to secure smooth daily operation.
- Direct and control the execution of sales and marketing objectives in the region.
- Managing the branch activities, stock building, expenses, credit control, money collection, and all other daily administrative tasks.
- Monthly business review with top management reporting up to date achievement in terms of volume, turn-over, collections, credit limits, trade marketing and competitor's activities.
- Assists in the interviewing, hiring and training new Sales candidates.
- Lead the pilot project of implementing handheld sales system in Jeddah Branch.
- Full P&L responsibility of Jeddah branch

SALTRADE – SALKINI FOR TRADING

Syria

➤ A partner and founder (2004 – 2012)

From a wholesale center into class A sales and distribution company, SALTRADE became a target for FMCG manufacturers and agents in Syria.

Leading distribution division in SALTRADE offered me direct communication with the decision makers in sales, marketing, and strategic planners in the best FMCG companies in Syrian market.

My passion to learn from those people and the mutual interest in knowhow exchange produced and polished my professional character.

Companies and Brands:

Below the companies SALTRADE contracted with from 2005 Till 2012.

- Nestle Syria:
- SSDSD "Coca Cola Syria":
- R.A. Company "Aujan Official distributor in Syria"
- Societe specialise en production de pates
- Al-HAMWI International Co. "City Café":
- JIM & Jane Ice Cream Co.:
- UTSC Co. "LAVAZZA Coffee Exclusive Distributor":

Main Courses and Trainings:

Course Name	Done by	Accredited by	Date
FMBP (Field Management Best Practice)	Nestle Syria	Nestle Syria	2005
BEP (Business English Preparation)	MMC	MDCI	2008
LSPR diploma (London School Of Public Relation and Branding)	MMC	LSPR	2008

Interest:

Sports, Travelling and Reading.