MOHAMED ABDULKADER ABDULSADEK ELSERSAWY

Regional Sales Manager | FMCG Commercial Leader | P&L; & Route-to-Market

Saudi Arabia | +966 539826665 | m.elsersawey@gmail.com | linkedin.com/in/mohamed-elsersawy

PROFESSIONAL SUMMARY

Results-driven Regional Sales Manager with 25+ years of progressive FMCG leadership in KSA & Egypt (Beverages, Water, Dairy & Food). Proven P&L; owner managing SAR 10-11M monthly sales and leading 161-member field organizations (65 vehicles, 3,880 customers). Expert in turnaround growth, having scaled regional volume from 90K to 400K cartons/month (+344%) in 90 days and delivered SAR 14M incremental sales via Joint Business Planning, GTM/RTM redesign and S&OP; excellence. Seeking to leverage deep expertise in Key Account Management, Distributor Management and Multi-Channel Execution (MT/TT/Wholesale/HORECA). **Career Transition Note:** Moved from Naba Water to Al Sad Modern Beverage in Nov 2025 upon receiving a senior regional leadership offer with full P&L; responsibility for Northern Region.

KEY ACHIEVEMENTS

- **Volume Turnaround (Al Sad, 2025):** Scaled monthly sales from 90K to 400K cartons (+344%) through RTM redesign and key account activation; level sustained since.
- **Key Account Growth (Naba Water):** Delivered SAR 14M incremental sales vs prior year via JBP, promo optimization and wider distribution.
- **Area P&L; (NADEC):** Managed SAR 11M monthly sales (Central) and SAR 10M (North); consistently achieved 105%+ of targets, 110-115% in North Riyadh.
- **Execution Excellence (NADEC):** Reduced wastage from 12.3% to 6.2% (North) and 8.6% to 4.9% (Central); 2nd place nationwide in Ramadan Sales Campaign.
- **Distributor-led Growth (Macaroni Queen):** Grew monthly volume from 850 to 2,740 tons (+222%).

CORE COMPETENCIES

P&L; Ownership and Target Delivery | GTM / RTM Design and Coverage Expansion | Key Account Management and JBP | S&OP; and Forecasting | Distributor Management, Credit and Collection | Channel Development (MT/TT/Wholesale/HORECA) | Commercial Negotiation and Annual Agreements | Field Coaching and Large Team Leadership | Vision 2030 Execution Alignment

PROFESSIONAL EXPERIENCE

Regional Sales Manager | Al Sad Modern Beverage

Northern Region, KSA | Nov 2025 - Present (Joined via senior leadership offer for expanded P&L; responsibility)

- Appointed to lead 161-member sales organization, managing 65 vehicles and 3,880 customers, with full responsibility for regional P&L; and commercial performance.
- Increased monthly sales volume from 90,000 to a record 400,000 cartons (+344%) within first three months, through improved RTM execution, customer coverage and key account activation; volume sustained at this level since.
- Drive sales planning, S&OP; coordination, SAP reporting and KPI reviews to improve distribution efficiency and sales performance.
- Oversee credit management, collections, inventory control and distributor agreements to support sustainable regional growth.

Key Account Manager | Naba Water

Tabuk, KSA | Mar 2025 - Oct 2025 (Completed assignment; transitioned for Regional Leadership role at Al Sad)

- Delivered SAR 14M incremental sales vs prior year through JBP and promotion optimization.
- Expanded modern trade distribution and shelf availability across key accounts.
- Built Joint Business Plans, led commercial negotiations, and aligned forecasts, demand plans and supply priorities with customer needs.

NADEC Foods | Nov 2019 - Jan 2025

Area Sales Manager - Northern Region (Sakaka, Arar, Al Qurayyat) | Jun 2023 - Jan 2025

- Directed area sales operations (SAR 10M monthly sales): territory coverage, route performance, field execution and team productivity.
- Met monthly targets and delivered quarterly branch sales growth above 15%. Reduced wastage from 12.3% to 6.2% and achieved highest regional SKU distribution vs company.
- Strengthened RTM execution through market visits, KPI governance and field coaching.

Area Sales Manager - Central Region (Al Quwayiyah, Al Kharj, Al Aflaj) | Feb 2021 - May 2023

- Led territory planning, route execution and team performance across three sub-regions with SAR 11Mmonthly sales; reduced wastage from 8.6% to 4.9%.
- Exceeded 105% of monthly targets and achieved highest sales growth in Central Region. Secured 2ndplace nationwide in Ramadan Sales Campaign through disciplined execution and SKU distribution.

Regional Sales Supervisor - North Riyadh | Nov 2019 - Jan 2021

- Supervised field sales, route planning and coaching; achieved 110-115% of monthly targets, highest in North Riyadh. Delivered consistent growth in numeric distribution and outlet productivity.

Branch Sales Manager | Arab Co. for Modern Industries - Dala

KSA | Nov 2015 - Jun 2019

- Led branch P&L; sales targets and route productivity; expanded coverage through distributors and new business development. Delivered monthly, quarterly and annual targets with 12% year-over-year sales growth.

Agency Sales Manager | Macaroni Queen Company

Egypt | Oct 2007 - Jul 2015

- Managed distributor-led sales across Egypt's Central Delta: territory plans, customer coverage and distributor performance. Increased monthly volume from 850 to 2,740 tons (+222%) through territory expansion.

Sales Supervisor | Najran Dairy Company

Riyadh and Madinah, KSA | Sep 2001 - Jul 2007

- Supervised sales teams, route coverage, merchandising and target delivery; coached representatives through field visits and KPI reviews.

Sales Representative | Egypt Gulf for Food Industries | Nov 2000 - Aug 2001

TOOLS & SYSTEMS

SAP ERP | SAP CRM | S&OP; and Forecasting | Power BI and Advanced Excel | GTM/RTM Design | Joint Business Planning

EDUCATION

- MBA (Executive Program, Online) - International Business Academy of London (IBA), 2024
- Bachelor of Social Work - Higher Institute of Social Work, Banha, Egypt, 2000

LANGUAGES

Arabic - Native | English - Professional Proficiency