

SARHAN SAYED

**BUSINESS DEVELOPMENT MANAGER | SALES EXPERT
CLIENT SERVICE | LEAD SPECIALIST | NETWORKING**



ABOUT ME

Highly motivated and results-driven Business Development Manager with **17+ years** of experience in driving sales growth across multiple industries, including Food & Beverage, Stationery, and Personal Care. Proven track record of developing and executing effective marketing strategies, solving complex business challenges, and achieving measurable results. Skilled at building and maintaining strong client relationships by delivering exceptional service and tailored support, ensuring long-term partnerships and customer satisfaction. Experienced in leading and transforming individuals into high-performing teams, with a diversified background across various functions and product lines. This has provided me with a well-rounded perspective and a deep understanding of sales and distribution mechanisms. Known for consistently delivering results in competitive markets and adapting to evolving business environments.

SKILLS AND EXPERTISE:

- Team Leading & Building • Forecasting Sales and Stocks
- Purchasing/Buyer • Sales & Distribution • Budgeting
- Logistics Pipeline Management • Launching & Listing New Products • Data Analysis
- Business Development • Strategic Planning of Business Opportunities and Events • Competitor Analysis
- Problem Solving • Strong Negotiation Skills
- Retail Operations • Pitching
- Negotiating & Contract Closure • SWOT Analysis
- Listing New SKUs • Promotional Activities
- Key Account Development • Brand analyst and growth Social and digital media • Digital marketing, social media

PROFESSIONAL EXPERIENCE:

MANAGER - BUSINESS DEVELOPMENT (DUBAI) U.A.E SAHAR AL BARAKAAT – JUNE 2023 TILL DATE

- Implemented sales strategies for accelerating growth in line with annual Business Plan.
- Develop new product and positioning opportunities and improvisation of existing products.
- Working Closely with importers, distributors, wholesaler, retail & supply chain operator globally.
- Analyze sales and stock status in each region / territory. Monitor secondary & primary sales.
- Initiated promotions, events, participating in exhibition for business expansion globally.
- Executed E-Commerce strategies for expansion ensuring it aligns with overall business model.
- Support assigned market in areas of operational marketing, branding, visual merchandising.
- Monitor distribution network for increased profit margin in the Middle East region.

MY EDUCATION

BBA (SINGHANIA UNIVERSITY)
BUSINESS ADMINISTRATION.

MBA (SINGHANIA UNIVERSITY)
MASTER OF BUSINESS ADMINISTRATION -
INTERNATIONAL BUSINESS AND MARKETING
MANAGEMENT.

PERSONAL INFORMATION

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Nationality : Indian

MANAGER - BUSINESS DEVELOPMENT (MIDDLE EAST) BAHRAIN PRIDE – APRIL 2022 TO APRIL 2023

- Overseeing sales across all market sectors.
- Analyzing sales statistics for continuous improvement and growth.
- Communicating with distributors and sales staff for quick resolution.
- Innovating marketing strategies for increased sales and cost reduction.
- Identifying new market entry for growth.
- Leading and motivating team.
- Train employees on products, customer requirements, and consultative selling techniques.

— **MANAGER - BUSINESS DEVELOPMENT (MIDDLE EAST)**
UFIRST NEUTRABIOTICS – APRIL 2019 TO OCTOBER 2021

- Monthly market identification for annual growth.
- Utilization of merchandising techniques to boost sales of low-performing items.
- Establishment of Middle East markets through new distribution leads.
- Management of client database and implementation of outreach programs.
- Implementing business tracking tool for improved customer forecasting of business growth.

— **MANAGER - SALES & MARKETING (MIDDLE EAST)**
MEGAMART - FOOD EMPIRE (SINGAPORE) - JUNE 2014 TO FEBRUARY 2019

- Reversed declining revenue trend through business development and employee motivation.
- Increased profit margin in Middle East region through distribution leads analysis.
- Evaluated market trends to identify potential growth factors.
- Strategy for customer retention and satisfaction, territory expansion & new SKU introductions.
- Researched and executed innovative sales strategies, exceeding yearly sales targets.
- Managed staff, resolving disputes, and strategized team-bonding exercises.

— **BRAND MANAGER SALES (BAHRAIN)**
MASKATI GROUP OF COMPANIES (BAHRAIN) - APRIL 2010 TO APRIL 2014

- Introducing and listing new brands and SKUs.
- Evaluating marketing campaigns' effectiveness and ROI.
- Developing annual/quarterly regional plans.
- Forecasting sales, category, budget, and area marketing.

— **SENIOR SALES EXECUTIVE - (UAE, DUBAI)**
AL HAMAR GULF EST. – SUBWAY DUBAI (U.A.E.) - NOV 2004 TO NOV 2008

- Franchisee Sales Strategy Implementation
- Drive franchisee sales process to meet revenue targets.
- Build relationships with investors.
- Conduct sales training and practices.
- Prepare reports to Director and Regional Manager.
- Monitor competitor activity.