

Mohamed ElSamrah

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Location: Qalali, Bahrain

PROFESSIONAL SUMMARY

Strategic Purchasing and Supply Chain Manager with over 16 years of experience in the Fast-Moving Consumer Goods (FMCG) sector. Proven track record in developing and implementing effective procurement strategies, leading successful supplier negotiations, and optimizing supply chain operations. Demonstrated ability to achieve significant cost reductions (10%), improve inventory management, and drive operational excellence. Proficient in Supplier Relationship Management (SRM), building strong stakeholder relationships, and leveraging data analysis to support strategic decision-making and achieve business objectives.

PROFESSIONAL EXPERIENCE

Procurement Manager | Al Hasad General Trading | Qalali, Bahrain | Nov 2024 – Present

- Prepare and analyze company contracts to ensure optimal commercial terms and compliance, strengthening strategic relationships with key suppliers.
- Review and approve supplier purchase invoices, verifying data accuracy and adherence to contractual agreements and payment terms.
- Conduct regular analysis of competitor offers and market trends to identify price optimization opportunities and develop negotiation strategies.
- Monitor daily branch stock levels and analyze turnover data in coordination with branch managers to ensure optimal product availability and minimize obsolete stock.
- Develop strong business relationships with companies and negotiate promotional offers to boost sales and achieve marketing and procurement objectives.

Procurement Manager | Fathallah Markets | Cairo, Egypt | Aug 2014 – Oct 2024

- Led the strategic and operational purchasing function, managing and developing a team of procurement professionals.
- Achieved a 10% annual reduction in procurement costs through effective supplier negotiation, alternative sourcing, and process improvements.
- Improved supplier performance by establishing Key Performance Indicators (KPIs), conducting regular evaluations, and addressing issues to ensure quality and on-time delivery.
- Streamlined logistics operations, including transportation, shipping, and warehousing, to ensure efficient flow of goods.
- Enhanced inventory management by implementing an effective stock monitoring system and analyzing reorder points, resulting in improved service levels and reduced holding costs.

Assistant Store Manager Operations | Fathallah Markets | Cairo, Egypt | Aug 2014 – Oct 2024

- Oversaw daily branch operations, including staff management, customer service, inventory control, and compliance with company policies and operational standards.
- Monitored temperature logs for refrigeration and freezer display units to ensure product safety and quality compliance.
- Ensured departmental compliance with safety protocols (PPE usage) and enforced quality standards across all operational stages in coordination with the Quality Assurance department.
- Oversaw department supervisors' customer interactions to maintain high service standards.
- Trained and mentored staff, leading to improved customer service levels and increased operational efficiency.
- Contributed to a 25% growth in branch sales through effective planning and execution of promotional activities and local marketing campaigns.
- Collaborated closely with marketing and purchasing teams to ensure successful implementation of promotions and product availability.
- Analyzed branch performance metrics (sales, margins, inventory levels), identified areas for improvement, and proposed and implemented strategies to enhance profitability and efficiency.
- Successfully led seasonal planning initiatives by organizing pre-season team alignment meetings and assigning clear responsibilities. Leveraged data analysis and demand forecasting to consistently exceed sales targets for 8 consecutive years, earning the top-performing branch status in revenue, profit, and growth.

Marketing Specialist | Fathallah Markets | Alexandria, Egypt | Feb 2012 – Aug 2014

- Developed and implemented data-driven marketing strategies, resulting in improved sales performance and increased brand awareness.
- Conducted competitor analysis and market analysis to identify growth opportunities, optimize pricing, and enhance market positioning.
- Managed marketing campaigns and promotional activities, tracking their effectiveness using KPIs.
- Streamlined inter-departmental communication (Marketing, Sales, Purchasing) to ensure alignment and improve overall efficiency.

Accountant | Fathallah Markets | Alexandria, Egypt | Dec 2008 – Feb 2012

- Managed daily financial reconciliations, ensuring accurate recording and reporting of bank transactions.
- Addressed customer and supplier banking issues, maintaining good relationships and excellent service quality.
- Oversaw the Accounts Payable (AP) cycle, ensuring timely and accurate processing of supplier payments.
- Contributed to the preparation of internal financial records and reports.

EDUCATION

Bachelor of Business Administration (BBA) | High Institute for Computer and Information Systems, Alexandria | 2008

Marketing Specialist Diploma | EAAC Training Experts, Alexandria | 2010

KEY SKILLS

- **Procurement & Supply Chain:** Procurement Management, Strategic Sourcing, Category Management, Supplier Negotiation, Supplier Relationship Management (SRM), Cost Reduction, Spend Analysis, Contract Management, Supplier Performance Evaluation, Inventory Management, Supply Chain Management (SCM), Logistics Operations (Transportation, Shipping, Warehousing), Demand Planning, Compliance.
- **Management & Leadership:** Team Leadership, Operations Management, Stakeholder Management, Performance Analysis, Staff Development, Operational Excellence, Project Management.
- **Marketing & Sales:** Marketing Strategy, Promotion Management, Customer Service, Sales Analysis.
- **Technical Skills:** Microsoft Excel (Data Analysis), Fujitsu Retail System, Odoo

LANGUAGES

Arabic: Native

English: Advanced