Nasuh Al-Sawaf
Sales Executive

Contact:

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Date of Birth: 16/05/1994 | **Nationality:** Syrian | **Marital status:** Married

Professional Profile:

Professional Sales Executive with nearly 9 years of high experience in product marketing/sales in consumer electronics industry. A confident and motivated who has the required drive and skills to deliver outstanding results, can be trusted to fulfill any type of work with passion.

Key Skills:

- Leadership and team management.
- Generate & develop sales, growth rate, profitability, brand awareness and market share in retail and wholesale sectors.
- Self-driven and passionate about personal development.
- Comply with qualitative and quantitative objectives
- Strong analytical skills with extreme proficiency in Microsoft Office, Excellent communication skills, reporting skills.

Career Summary:

LG Syria Electronics Levant

LG Electronics a global leader, strive for greatness in product, market and people leadership to realize growth strategies, worked as Merchandiser for around 8 years with gaining experience to be ready for next step.

Merchandiser & Trainer – Full time
Jul.2018 - Present

➢ **Role & Responsibility**

▪ **Management:**
  - Communication with customers, Participate with PM/KAM in preparing annual sales plan of each line of products.
  - Develop and manage the activities with GTM team.
  - Participate with operation planning (S&OP) meeting to review sales, forecast, and sell-through.
  - Achieve weekly/monthly moving sales plan targets.
  - Analyze channel PSI, sell-out (POS) and inventory levels to provide appropriate suggestions.
  - Coordinate marketing activities with other departments of the Online / PR / Sales / Trade Company.

▪ **Market Intelligence:**
  - Interpretation of results achieved, detection of market or consumer trends that allow us to discover opportunities and market or product threats.
  - Capability to forecast sales and report to senior management with Market Intelligence.
 - Market sensing & competition monitoring (PPP, NPI, CRM, channel insights).

▪ **In-store management:**
  - Enhance in-store display competitiveness by ISM execution, visual merchandising
  - Conducting product training for Sales Men, Dealers and all members of LG Syria team

➢ **Key Achievements:**

▪ **GTM Best Practice:**
  - Record 92 sets of InstaView sell thru in May **15%**
  → Increase Growth Rate **220%** for Sell-out from 6 dealers' sample
  → Increase Growth Rate **71%** for Sell-out from 6 Brand shops
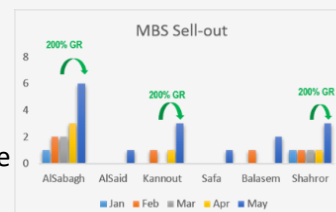
Merchandiser – Full time
Jul.2015 – Jul.2018

➢ **Role & Responsibility**

▪ **Sell-out:**
- Collect Sell-out data from the market on periodic basis
- Reporting for market share by analysis flooring and sell-out data

▪ **In-store management:**
- Enhance in-store display competitiveness by SKU & POP management
- Increase Strategic products flooring

▪ **Monitoring:**
- Monitoring competitive pricing and promotions
- Track and investigate smuggled or parallel products
- Acquire an understanding of key customers need and requirements

➢ **Key Achievements:**

▪ **Expand Channel:**
- Channel expansion from 2015 to 2018
→ Expansion Home Entertainment products channel from 45 to 95 shops
→ Expansion Home Appliances products channel from 38 to 90 shops

Education Level:

Higher Institute of Business Administration

- Bachelor's degree of Business Administration - Marketing Specialization
  Graduation year – 2020

Languages:

▪ **Arabic** Level: **Native**

▪ **English** Level: **Expert**

Training and Certifications:

Presentation skills (Training)

- **Training Institute:** LG academy
- **Date Attended:** June 2018 (12h)

Negotiations skills (Training)

- **Training Institute:** LG academy
- **Date Attended:** May 2017 (12h)

Excel skills (Training)

- **Training Institute:** Newhorizon
- **Date Attended:** May 2016 (12h)

Hobbies and Interests:

- **Chess**
- **Swimming**
- **Biliardo**
- **Bing pong**
- **Cooking**
- **Gaming**

Reference:

Reference available upon request