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EDUCATION

Master's Degree in Public Administration

American University in Cairo, 2010

Bachelor's Degree in Accounting and Business Administration

English Section, Modern Academy Cairo, 2006

CORE COMPETENCIES

- **Languages:** English and Arabic
 - **Technology:** Technology Integration, MS Excel, Oracle
 - **Management:** Strategic Development, Operations Improvement, Sales Improvement, Training and Development, Performance Management, Project Management, Organizational Restructuring, Team Leadership, Process Development
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PROFESSIONAL EXPERIENCE

Chief Executive Officer

Ghorilla Advertising Agency

September 2022 – Present

- Developed the company's strategy and long-term vision.
- Set direction and goals for growth and sustainability.
- Provided leadership to the executive management team.
- Oversaw the financial health of the organization.
- Ensured compliance with legal and regulatory requirements.
- Built and maintained relationships with stakeholders including investors, customers, employees, and the community.
- Identified and managed risks affecting the company's operations.
- Fostered a positive organizational culture and ensured effective management of human resources.
- Drove innovation and explored opportunities for business growth.

- Acted as the public face of the company, managing its public image and handling media relations and crisis management.
- Monitored the overall performance of the company and held executives accountable for their responsibilities.

General Manager

Vision Passion

September 2021 – September 2022

- Created and implemented business models.
- Developed and executed the company's strategic plans and objectives.
- Set incentive sales schemes.
- Negotiated and finalized new projects and contracts.
- Prepared and managed the company's budget.
- Analyzed financial reports and statements to track performance and identify areas for improvement.

General Manager & Co-Founder

I Care

June 2017 – 2021

- Defined the brand purpose and values (Vision, Mission, Message, and Objective).
- Conducted market research to understand the target audience's needs, preferences, and behaviors.
- Performed competitor analysis to understand branding strategies, strengths, and weaknesses.
- Created a unique selling proposition (USP).
- Designed the visual identity, brand guide, and tone of voice.
- Identified and negotiated strategic partnerships (Samsung, Huawei, and Sony).

Trade Marketing and Retail Country Manager

Sony Mobile

September 2015 – February 2017

- Increased and enhanced the brand's market share.
- Developed and implemented sales strategies to achieve company targets by distributing targets to sales channels.
- Developed and maintained strong relationships with key customers.
- Oversaw stock levels and ensured the channel was adequately stocked.
- Motivated and inspired the team to achieve sales targets and provide excellent customer service.
- Created comprehensive sales plans, including goals, tactics, and timelines.
- Developed sales incentive programs to increase sales and ensure all units were activated.
- Created marketing sales strategies tailored to specific target audiences.
- Analyzed market trends, consumer behavior, and competitive landscape.

- Collaborated with senior management to align marketing strategies with business objectives.
- Allocated resources efficiently to maximize return on investment (ROI).
- Ensured all marketing activities complied with legal regulations and industry standards compatible with the local culture.
- Monitored product trends and adjusted merchandising strategies accordingly.

Senior Retail Sales Area Manager

Axiom Telecom Co.

March 2008 – June 2015

- Achieved yearly targets of 62 million in value and volume, with a minimum requirement of 17% gross profit.
- Monitored area sales by store brand sharing and accessories sales.
- Created new ideas to move aging and non-moving stock.
- Maintained high standards of in-store visual impact through visual merchandising.
- Managed stock levels and made key decisions about stock control, ensuring monthly stock count variance was 0%.
- Ensured quality standards were followed in all stores.
- Analyzed sales figures and forecasted future sales to improve sales figures.
- Managed staffing issues such as interviewing potential staff, conducting appraisals, and performance reviews.
- Responded to customer complaints and comments.
- Initiated changes to improve business, including revising opening hours to ensure the store could compete effectively in the local market.

Retail Sales Team Leader

Axiom Telecom Co.

March 2006 – March 2008

- Delivered team sales targets.
- Ensured client service level agreements and KPIs were met.
- Managed and motivated the sales and quality performance of a team of up to 15 Sales Advisors.
- Ensured Advisors improved individual skills for sales and quality.

Retail Sales Adviser

Axiom Telecom Co.

February 2005 – March 2006

- Sold products or services to achieve monthly targets.
 - Provided excellent customer service and captured customer data.
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CONSULTING EXPERIENCE

- **Restructuring and Administrative Development**, Makkah Province Development Authority, *November 2022 – May 2023*
 - **Restructuring and Administrative Development**, Shred Meals, *April 2024 – Present*
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TRAINING AND CERTIFICATIONS

- Up Selling & Cross Selling Techniques
- Serve to Sell
- Handling Customer Complaints
- Mystery Shopper Training
- Leadership Training
- Communication Skills
- Coaching Skills
- Recall SOP Training
- Customer Service Excellence
- TCI Fast Track
- TPS Orientation Toyota Production System
- AIMS Level 1 - Axiom Improving Management System
- How to Handle Life Pressure
- Team Leader Group Leader
- Mental Communication and How to Convince Others
- Executive Manager in a Few Words
- 5S Training Course Part of TPS – Toyota Production System
- EFQM Training
- TPS/AIMS Level 1 Certificate
- Handling MS Complaints