

Mohamed Salah-el din Ali

B.D. Specialist & Kay account Manager

+0201061414755

msalaheldin33@gmail.com

<https://www.linkedin.com/in/mohamed-salah-eldin-ali>

cairo ,Egypt

SUMMARY

An Executive Expert and Strategic B2B Sales Leader in the furnishing, mattresses, furniture, and textiles sectors, with over 11 years of experience spanning Sales Manager and Supervisor roles. Specialized as a Business Development Professional, highly efficient in goal attainment, having successfully driven client sales growth exceeding 40% above required targets. Possesses strong competencies in data analysis, problem-solving, and partnership management, with a proven track record of boosting customer re-engagement /retention by over 30%. Proficient in leading sales teams and penetrating the large-scale projects market (hotels and hospitals) through competitive bids/tenders, complemented by experience in developing production and inventory plans to support industrial growth. Seeking a new challenge to successfully spearhead commercial expansion.

EXPERIENCE

Business Development Specialist & Kay account Manager

HESNI TEXTILES company in market since 1898

2/2025 _ Till Now Cairo ,Egypt

- As Business Development I participated in developing the marketing and sales strategy and researched the market to raise growth rates
- Monitored Kay Accounts and developed sales volume (horizontally and vertically) ranging from 20% to 35% of total sales volume.
- Acquired new clients (1.2 monthly average) aligned with company strategies and policies
- Achieved client retention rate of 10% to 20% from inactive client base.

Sales Supervisor B2B

ALGHUTHMI for fabrics & Textiles company in market since 1942

3/2023_1/2025 Jeddah ,Saudi Arabia

- Monitored 120+ clients, ensuring full 100% client satisfaction and loyalty.
- White Label sales grew over 40% exceeding the targeted performance goals
- Increased customer return rate after inactivity by over 25% successfully.
- Targeted and secured projects from key institutions (Hotels ,Hospitals sector).

Sales Manager for Carpet section

MIRLE TEXTILES for fabrics & carpet branch of the Turkish company Brilliant

4/2020_1/2023 Cairo ,Egypt

- Established sales/marketing strategy; successfully managed and assigned team tasks.
- Participated in production/inventory planning, aligning actions with corporate strategy.
- Exceeded 100% of targets by successfully building an entirely new client base.

Sales supervisor B2B

RICH HOME for mattresses and furniture one of El Bagouri group companies

2/2018_2/2020 Cairo ,Egypt

- Monitored 60+ clients, ensuring full 100% client satisfaction and loyalty.
- Expanded client base; grew existing sales (Vertical/Horizontal development).
- Targeted institutions; secured 5 successful deals (Hotels ,Hospitals ,Universities).
- Achieved 15% client return rate from previously inactive/lapsed customers.
- Developed sales plans; boosted team volume by 25% over required goals.

Sales Representative Outdoor B2B

MOONLIGHT for mattresses and furniture

1/2014_1/2018

- Monitored 40+ clients, ensuring full 100% client satisfaction and loyalty.
- Expanded the client base from 10 to 40 clients during the tenure with the company.
- Grew client sales volume by focusing on horizontal and vertical expansion in transactions.
- Targeted institutions, hotels and hospitals through both public and private tenders (or bids).

EDUCATION

Bachelor of Law

Faculty of Law, Cairo University

2009-2013

Bachelor of physical education

Faculty of Physical Education, Zagazig University

2004-2008

CERTIFICATION

Business Development Strategist Program

Business Development Institute BDI

May 2025 / Nov 2025 (220 Hours)

- Demystifying , Monitoring & Control Business Development.
- Growth Opportunity Management & Partnerships.
- Mastering Market Research and Ecosystem Mapping.
- Decoding B2B Market and Business Development Tactics.
- Business Negotiation , Closing and Risk Mitigation.

HAYAH SOFT SKILLS

HAYAH For Learning

Apr 2015 / May 2015 (60 Hours)

- Time Management & Communication Skills
 - Teamwork & Self-Management
 - Leadership & Problem Solving & Critical Thinking
-

SOFTWARE SKILLS

MS Office

Google Analytics

CRM Software

AI Tools

LANGUAGES

Arabic Native

English B2+

CAREER OBJECTIVES

- 1- Cultivate positive, collaborative work environment to achieve goals.
- 2- Apply Business Development skills practically to build anew career.
- 3- A commercial or industrial organization adopting clear strategies for market expansion and growth.

