

Adel Adly Mohamed

Area Operations Manager

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BRANDING STATMENT

Helping organizations exceed their sales goals by building high-performing teams, optimizing regional operations, and delivering exceptional customer experiences across competitive B2C and B2B markets.

SUMMARY

Strategic and hands-on Sales & Operations Leader with over a decade of progressive experience scaling regional sales teams, launching go-to-market initiatives, and delivering revenue growth in competitive retail and fragrance sectors. Proven ability to transform underperforming territories into top-ranked regions through strong leadership, performance coaching, and customer strategies. Known for cultivating long-term client relationships across KSA and Egypt, optimizing sales operations, and consistently surpassing targets. driving business impact through innovation, and operational excellence.

KEY SKILLS

- ERP & Sales Systems Familiarity
- B2B & B2C Sales Operations
- Customer Relationship Management (CRM)
- Sales Process Optimization
- Excel for Sales Analysis (Forecasts, Reports, KPIs)
- Market & Competitive Analysis
- Revenue Forecasting & Target Planning
- Sales Data Analysis & Reporting
- Lead Generation & Prospecting
- Microsoft Office Outlook, Excel, Word

WORK EXPERIENCE

- Dawawin Holding | Blanco Perfumes Brand – Saudi Arabia Jul 2026 – Present

• Area Operations Manager

- Oversee daily sales and operational activities across assigned branches, ensuring consistent execution of company policies, procedures, and brand standards.
- Develop and implement area-level sales plans to achieve monthly revenue targets, improve branch performance, and support sustainable business growth.
- Monitor branch KPIs, sales results, conversion rates, average transaction value, and team productivity, taking corrective action where required.
- Lead, coach, and evaluate store managers and sales teams through regular branch visits, performance reviews, and on-the-job training.
- Coordinate inventory availability, stock transfers, merchandising, promotional execution, and new product launches across all assigned locations.

• Area Operations Manager – Eastern Region

- Developed and executed regional sales and operations plans aligned with company targets, contributing to an estimated 18–22% improvement in regional sales performance within the first year.
- Monitored area KPIs through weekly and monthly sales reports, enabling corrective actions that reduced performance gaps by approximately 15% across underperforming locations.
- Coordinated sales operations, inventory flow, and store readiness to ensure 95%+ product availability during peak sales periods.
- Led and coached multi-store sales teams, improving individual sales productivity by around 20% through continuous on-the-job guidance and performance reviews.
- Analyzed regional market trends and customer behavior to support pricing, promotions, and product focus decisions, contributing to stronger competitive positioning.

Achievements

- Achieved **18–22% regional sales growth** within the first year.
- Reduced performance gaps across underperforming locations by **approximately 15%**.

• Dkhoon Alemiratia | Saudi Arabia

Jan 2023 – Jan 2025

Area Sales Manager – Southern Region - Feb 2024 – Jan 2025

- Identified and developed new sales opportunities through direct prospecting, lead follow-up, and partner relationships, supporting **double-digit annual revenue growth** across the region.
- Managed the full sales cycle including qualification, needs analysis, product presentation, negotiation, and closing, achieving **90–105%** of monthly and quarterly sales targets.
- Built and maintained strong relationships with key accounts and partners, increasing repeat business rates by approximately **25%**.
- Prepared and delivered structured sales presentations to clients and internal stakeholders, improving deal conversion ratios by around **15%**.

Key Achievements:

- Delivered **double-digit annual revenue growth** across the Southern Region.
- Achieved **90–105%** of monthly and quarterly sales targets consistently.

• Sales Operations Supervisor – Western Region - Jan 2023 – Jan 2024

- Reviewed operational and sales reports to track performance trends, contributing to **10–15% improvement** in operational efficiency.
- Coordinated with inventory and customer service teams to ensure timely order fulfillment, reducing customer complaints by approximately **20%**.

Key Achievements:

- Improved operational efficiency by **10–15%**.
- Maintained customer satisfaction levels above **90%** across locations.

• **Almajed For Oud | Saudi Arabia** **May 2016 – Dec 2022**

Sales Supervisor - Feb 2018 – Dec 2022

Central Riyadh & Southern Region

- Implemented regional sales strategies supporting strong seasonal performance, including Ramadan campaigns with up to **98%** target achievement.
- Monitored staff performance and store appearance standards, earning recognition as one of the top-performing regions.

Key Achievements:

- Delivered **98%** target achievement during Ramadan seasonal campaigns.

Store Manager & Sales Trainer - May 2016 – Jan 2018

- Maintained inventory accuracy and stock availability levels above **95%**, reducing lost sales opportunities.
- Delivered structured sales training programs that improved team selling skills and customer experience quality.

EDUCATION

- **Sales Diploma**
 - E3mel Business Academy — 2022
- **Bachelor’s Degree in Geographic Information Systems (GIS)**
 - Faculty of Computers and Information, Cairo University — 2013

COURSES & CERTIFICATES

- **Artificial Intelligence Ai Systems** — DUBAI FUTURE FOUNDATION | 2026
- **Artificial Intelligence (AI) for Business** — Almentor | 2023
- **Professional Selling Skills** — E3mel Business Academy | 2022
- **Excel for Sales & Performance Analysis** — E3mel Business Academy | 2022
- **Sales Supervisor Certification** — E3mel Business Academy | 2021
- **Skilled Sellers Strategies (Part I)** — E3mel Business Academy | 2021
- **Skilled Sellers Strategies (Part II)** — E3mel Business Academy | 2021
- **Retail Skills Development & Customer Engagement** — Arab Professional Coach | 2017

LANGUAGE

- **English: Intermediate (Business Level)**

"References available upon request"