

# Mohamed Ragheb

## Commercial Professional

Commercial leader with a demonstrated history of achievement over a career spanning of 13 years, working with some of the leading companies in the FMCG industry. a Firm believer in cultivating a high-performance culture by creating a purpose -focused, positive and empowering work environment.

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## SKILLS

Leadership

Business Development

Team Management

Analytical & Strategic Thinking

Negotiation

Sales Expertise

Trade Execution

Presentation Skill

Category Management

Relationship building

Communication

Financial Accumen

Adaptability

## WORK EXPERIENCE

### Sales Director

JTI, Japan Tobacco International

06/2022 - Present

Cairo, Egypt

#### Achievements/Tasks

- Directly report to General Manager
- Lead a team of 155 people across the sales, field marketers, information to consumer and logistics function, in addition to 130 Brand ambassdors.
- Responsible for delivering aggressive topline and bottom-line targets tobacco tax increases due to heavy reliance on tobacco excise tax revenues.
- Designed, developed, and implemented Route-to-Market strategies to enhance consumer reach and drive both consumer and customer engagement.
- Own the sales input process from gross to Net, including roll-up of gross sales projections from field sales, in addition to managing and influencing all trade related accountabilities.
- Accountable to deliver high impact data-driven insights and metrics reporting to sales leadership and business operations leadership.
- Led Initiatives that resulted in a 290% surge in volume vs. 2022 & orchestrated \$20M swing in profitability through strategic leadership & financial acumen.
- Expanding JTI footprint from one warehouse in Greater Cairo to to 6 new warehouses nationwide. Propelling SOM from 1.1% to 5%

### Regional Sales Manager, (Cairo Region 40% of total business)

JTI, Japan Tobacco International

01/2022 - 06/2022

#### Achievements/Tasks

- Directly report to Sales Director
- Leading, coaching a team of 92 sales professionals, consisting of 5 supervisors, 30 sales representatives 11 Field Marketing Representatives and 46 outsourced brand ambassadors
- Move from a Sales cycle to consumer centric approach to be able to activate multi brands throughout the year targeted towards the relevant consumer segments.

### Regional Sales Manager, (Giza Region 24% of total business)

JTI, Japan Tobacco International

01/2021 - 12/2021

#### Achievements/Tasks

- Directly report to Sales Director
- Leading, coaching a team of 87 sales professionals, consisting of 4 supervisors, 28 sales representatives 10 Field Marketing Representatives and 45 outsourced brand ambassadors
- Close management of the whole Area by sub-Areas, and our distribution challenges, to drive the assigned area strategically based geographical insights, consumer's insights, system insights and our financial data.
- Commercializing the field force by moving from a 'Push' by approach to a balanced pull push
- Creating new reports/Dashboards to follow up on performance and consistently increase KPIs standards.

## WORK EXPERIENCE

### Unit Manager, (Maadi Site)

The Coca-Cola Bottling Company of Egypt,

07/2018 - 08/2020

*Achievements/Tasks*

- Directly report to Cairo Regional Director.
- Site contributing 20% to total business in Cairo
- Leading, coaching & managing the sales team to develop and meet our monthly and annual sales targets.as well as being responsible for the site supporting functions (finance, warehousing, administration, and security).
- Micromanagement of the whole territory, and our distribution challenges (Direct & Indirect), in order to drive the assigned area strategically based geographical insights, consumer's insights, system insights and our financial data.
- Creating new reports in order to follow up on performance and consistently increase KPIs standards.

### Regional Sales Manager

Aujan Coca-Cola Beverage company

01/2017 - 06/2018

*Achievements/Tasks*

- Reporting Directly to the Country Director
- Managing G. Cairo Region which represents 35% of total Egypt volume.
- Assessing Greater Cairo Market & Market segmentation, to ensure proper customer service through efficient visits sequence and frequency of visits.
- Launching & applying Sales Buzz, to ensure collecting all market data by outlet level, to ensure customer service excellence experience.

### Unit Manager, (Fayoum)

The Coca-Cola Bottling Company of Egypt

10/2014 - 12/2016

*Achievements/Tasks*

- Directly report to Upper Egypt Regional Director.
- Managing a team of Channel managers (Direct, In-Direct, Pre-Sell, MDC & Wholesale), responsible for site supporting functions (finance, warehousing, administration, and security).
- Building and Executing Fayoum's annual business plan complementing company strategy within required time frame.
- Recruiting, identifying & developing all staff training & development needs to ensure maximum efficiency and effectiveness within the sales team & Managing assets utilization to ensure high ROI percentage.

### Market Development Manager (Upper Egypt)

The Coca-Cola Bottling Company of Egypt

08/2013 - 10/2014

*Achievements/Tasks*

- Building and Executing 2014 annual business plan for all the company's portfolio. Including the route to market and KPI's development.
- Analyzing the market share findings, and setting a detailed action plan (by pack, brand, channel) for each sub-region, then following on the execution of these action plans on ground.
- Responsible for UE total market segmentation, identifying our weak spots, and setting an action plan, while utilizing system tools to monitor and improve in outlet performance.

### Operations Marketing Representative

The Coca-Cola Company Atlantic Industries

03/2011 - 08/2013

## EDUCATION

### Bachelor of Arts Degree

Faculty of Commerce, Cairo University

09/2009

### International General Certificate of Secondary Education

Amal Language School

06/2004