

# SHERIF ASHRAF EL SAYED HAMED ANTAR

Sales Manager | Business Development

Riyadh, Saudi Arabia • +966 596420595 • [Sherifashraf0222@gmail.com](mailto:Sherifashraf0222@gmail.com) • [LinkedIn: linkedin.com/in/sherifashraf](https://www.linkedin.com/in/sherifashraf)

## PROFESSIONAL SUMMARY

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Results-driven Sales Manager with 6+ years of progressive experience in B2B sales, event/exhibition sales, bancassurance, and multi-branch leadership across Egypt and Saudi Arabia. Consistently exceeded annual sales targets by 110–130%, managing regional portfolios worth EGP 10M+. Proven expertise in building high-performance teams (10+ direct reports), CRM-driven pipeline management, and data analysis via Excel & Power BI. Adept at entering new markets and accelerating revenue growth through strategic planning and structured coaching.

## CORE COMPETENCIES

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B2B Sales & Business Development • Event & Exhibition Sales • Sales Strategy & Target Achievement • Team Leadership & Coaching (10+ FTEs) • CRM & Pipeline Management • Key Account Management • Area & Multi-Branch Management • Market & Competitor Analysis • Revenue Growth & P&L Awareness • Data Analysis (Excel, Power BI) • KPI/OKR Setting & Monitoring • Strategic Planning & Problem-Solving

## PROFESSIONAL EXPERIENCE

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### Sales Manager — Riyadh Branch

Circle for Marketing | Riyadh, Saudi Arabia | April 2025 – Present

- Developed and executed B2B sales strategies that increased team pipeline by 35% within the first quarter.
- **Led, coached & developed a team of 8 sales professionals;**
- set individual KPI-based sales plans and monitored weekly achievement rates.
- Conducted monthly market and competitor analysis to identify growth opportunities and refine product positioning.
- Leveraged Power BI dashboards and Excel reports to evaluate rep performance, regional trends, and customer behaviour—enabling data-driven decisions.
- Maintained a client satisfaction rate of 90%+ through proactive relationship management and structured follow-up.

### Area Sales Manager

Misr Life Insurance – National Bank of Egypt | Egypt | April 2023 – March 2025

- **Oversaw a regional portfolio of 10–12 branches**
- managing 30+ staff; drove compliance, productivity, and performance across all locations.
- **Achieved and surpassed annual sales targets exceeding EGP 10,000,000**
- (~110–120% target attainment) across the region year-over-year.
- Spearheaded strategic business development initiatives that grew new customer acquisition by 25% and improved retention by 15%.
- Mentored 10 branch managers and senior consultants through structured 1-on-1 coaching, resulting in a 20% uplift in average branch productivity.
- Designed and implemented OKR frameworks at branch level, aligning individual goals with regional targets.

### Insurance Consultant

Misr Life Insurance – National Bank of Egypt | Egypt | July 2022 – March 2023

- **Promoted to Category A (top-tier) branch**
- within 9 months based on exceptional performance and CSAT scores.
- Delivered customer-centric insurance solutions that improved branch conversion rate by 18% quarter-over-quarter.
- Executed strategic sales plans aligned with branch growth targets, consistently ranking in the top 10% of consultants regionally.

### Senior Insurance Representative

### Misr Life Insurance – National Bank of Egypt | Egypt | July 2021 – May 2022

- **Transferred from Category C to B branch**
- due to top-quartile performance in individual sales volume.
- Maintained 100%+ of monthly sales quota for 10 consecutive months while delivering excellent customer service.
- Supported junior reps through informal coaching, contributing to team-wide productivity gains.

### Insurance Representative

#### Misr Life Insurance – National Bank of Egypt | Egypt | July 2020 – May 2021

- Managed a diverse portfolio of life, medical, and savings insurance products for 150+ active clients.
- Trained and onboarded 5+ new employees on products, consultative sales techniques, and regulatory compliance.
- Developed personalised sales strategies that increased individual monthly revenue by 22% within the first six months.

### Financial Planner

#### Allianz Insurance | Egypt | June 2018 – June 2020

- Conducted needs-based financial planning sessions, designing tailored insurance solutions for 200+ clients.
- Built and managed a strong client portfolio using targeted prospecting and referral marketing, achieving 90% annual retention.
- Provided advisory services across life, medical, and asset insurance, consistently meeting monthly sales KPIs.

## EDUCATION

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### Master of Business Administration (MBA) — In Progress

Executive MBA — Concentrations: Marketing, Business Analysis, Strategic Planning, TQM, Project Management, HR, Customer Service & Leadership

### Bachelor of Commerce

Mansoura University, Egypt — 2017

## TRAINING & CERTIFICATIONS

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- QNB – Banking Operations Training (2014–2017): Core banking systems, compliance, and customer service.
- New Print for Stocks Trading – Financial Markets & Stock Trading Exposure (2014).
- Sales Leadership & Coaching Techniques — Ongoing professional development.

## TECHNICAL SKILLS

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**CRM Tools:** Salesforce, HubSpot (familiarity) | **Analytics:** Microsoft Excel (Advanced), Power BI | **Reporting:** KPI dashboards, Sales forecasting, Pipeline reports

## LANGUAGES

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**Arabic:** Native | **English:** Fluent (Professional Working Proficiency)

## ADDITIONAL INFORMATION

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**Date of Birth:** 20 November 1995 | **Nationality:** Egyptian | **Military Service:** Completed