



Abdul Salam Anis

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Gender: Male **Date of birth**: 04/04/1970 **Nationality**: Portuguese

ABOUT ME

As an innovative entrepreneur, I have a proven track record of success in sales, marketing, vendor negotiations, and executive-level management. My strategic thinking and deep understanding of clients' needs allow me to develop effective solutions and build strong relationships. I am passionate about helping businesses grow and reach their goals. With my expertise and experience, I am confident that I can help any business reach its full potential.

WORK EXPERIENCE

[01/08/2017 – Current]

Export Sales and Development Manager F&B (West Africa + Arab countries)

Jerónimo Martins- Recheio cash & carry

City: lisbon

Country: Portugal

- Expert in international trade regulations and compliance to ensure smooth export operations
- Established relationships with international customers and suppliers
- Organized internal and international procurement operations and developed suppliers' evaluation reports
- Successfully implemented export sales and marketing strategies
- Identified new opportunities in international markets and trends
- Negotiated and managed contracts with foreign customers and suppliers
- Developed and implemented export strategies to maximize profits
- Proficient in using software and other tools such as SAP-SAP BO-Microsoft office 365 - QMS
- Analyzed data and developed reports to track export and procurement performance
- Managed logistics and shipping operations to ensure timely delivery of goods
- Leading the sales team and developing performance

[01/08/2015 – 08/06/2017]

Sales and Development manager (Security doors and Security home accessories)

Dupliporta Lda

Address: Lisbon, Portugal

City: lisbon

Country: Portugal

- Proactively prospected for new clients and leveraged company network to meet potential clients.
- Researched and built relationships with new clients to increase sales.
- Collaborated with team to develop proposals tailored to clients' needs, concerns, and objectives.
- Participated in pricing solutions/services and handled objections to close deals.
- Ensured data accuracy and managed records to maintain customer satisfaction.
- Forecasted sales targets and tracked/recorded activity to meet goals.
- Worked with marketing staff to ensure prerequisites were fulfilled in a timely manner.
- Provided business development training and mentoring to internal staff to improve performance.

- Gained an understanding of the company's people and capabilities to maximize efficiency.
- Familiarized with the company's goals and purpose to enhance performance.

[01/2012 – 12/2013]

Sales and Development manager (F&B)

RANA MOTOR Group - Aquafill Water Company, Eakaza Gh.Ltd

Address: Acra, Ghana

City: Accra

Country: Ghana

- Managed and directed all domestic and international Sales and Marketing operations for all types of F&B with customers from Togo, Benin, Nigeria, Egypt, Ivory Coast and Mali
- Developed master plan and marketing strategy, performed comprehensive market analysis and created accurate sales forecasts
- Coordinated all human resource issues including recruitment, staff allocation, coaching, training and mentoring Sales Associates
- Provided innovative and effective solutions to a wide range of complex technical problems by thinking outside the box
- Ability to negotiate and manage contracts with foreign customers and F&B suppliers.
- Delivered dynamic, engaging presentations to large audiences at trade shows and public speaking engagements
- Conducted extensive negotiations with partners, establishing synergistic, highly profitable relationships
- Ability to analyze data and develop reports to track the Sales and F&B procurement performance.
- Developed and nurtured excellent relationships with key accounts, establishing trust and rapport, and allowing us to rebuild former relationships as well as establish a new, lucrative client base

[2009 – 2012]

General Manager (Beverage Services)

Anis Plus International Ltd - General trading and water sachet manufacturer

Address: Acra, Ghana

City: Accra

Country: Ghana

1. Manage and direct all domestic and international Sales and Marketing operations (European, South American, Middle Eastern and African markets).
2. Perform comprehensive market analyzes and create accurate sales forecasts, development of master plan and the marketing strategy and Beverage procurement plans.
3. Coordinate all human resource issues including recruitment and staff allocation, training and coaching sales personnel on territory management and selling techniques.
4. Ability to develop and maintain relationships with international customers and Beverage suppliers
5. Personally handle executive level sales to company Principals and Directors
6. Identify new opportunities for expansion; implement appropriate sales and marketing strategies.

[2006 – 2009]

Branch Manager (Electricity generating engines)

Mikano Nigeria ltd (Perkins generators)

Address: Port Harcourt, Nigeria

City: Port Harcourt

Country: Nigeria

- Proactively prospected for new clients and leveraged company network to meet potential clients.
- Researched and built relationships with new clients to increase sales.
- Participated in pricing solutions/services and handled objections to close deals.

- Ensured data accuracy and managed records to maintain customer satisfaction.
- Forecasted sales targets and tracked/recorded activity to meet goals.
- Provided business development training and mentoring to internal staff to improve performance.
- Gained an understanding of the company's people and capabilities to maximize efficiency.
- Familiarized with the company's goals and purpose to enhance performance.
- Inventory control and portfolios to a minimum.

[2000 – 2006]

General manager (Paper products - wedding cards and school supplies)

MIKANO Int Group - KANAWA, T.B.Z

Address: Lagos, Nigeria

City: Lagos

Country: Nigeria

- Managed daily operations of a wedding cards and school supplies company, including customer service, inventory management, and financial reporting
- Developed and implemented strategies to increase sales and profitability
- Established and maintained relationships with vendors and suppliers to ensure quality products and services
- Negotiated contracts with vendors to secure the best prices and terms
- Created and implemented marketing campaigns to promote products and services
- Developed and maintained customer databases to track sales and customer preferences
- Monitored and evaluated market trends to identify new opportunities for growth
- Developed and implemented policies and procedures to ensure compliance with industry regulations

[1995 – 2000]

Sales and Marketing Manager (Paper products - wedding cards and school supplies)

TBZ International Card

Address: Damascus, Syria

City: Damascus

Country: Syria

- Developed and implemented marketing campaigns to increase brand awareness and customer loyalty.
- Analyzed market trends and customer feedback to develop new products and services.
- Negotiated contracts with vendors and suppliers to ensure competitive pricing.
- Developed and maintained relationships with key customers and stakeholders.
- Monitored and reported on sales performance and market trends.

EDUCATION AND TRAINING

[01/09/2022 – 01/02/2023]

course Educational Leadership and Administration, General

Center for Creative Leadership (CCL)® <https://www.ccl.org/>

Address: Headquarters: Greensboro, North Carolina, United States, 27410, NC, United States

[1999]

Administrative Development Course in Higher Care in the Clients & Distinction from Competitors

Address: Egypt

[1997]

Administrative Development Course in competition in the market

Development Arab Eng.

Address: Egypt

[1996] **SGC Course ISO 9000 quality management**

Grupo Rahwanje

Address: Damascus, Syria

[1990] **Diploma in Civil Engineering**

University of Damascus

Address: Syria

LANGUAGE SKILLS

Mother tongue(s): Arabic

Other language(s):

English

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

Portuguese

LISTENING B2 READING B2 WRITING B2

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

DIGITAL SKILLS

Zoom | Social Media | SAP JAM | Microsoft Excel | Microsoft: Microsoft Word, Microsoft PowerPoint, Microsoft Outlook, Microsoft Teams | Microsoft Office (Microsoft 365)

COMMUNICATION AND INTERPERSONAL SKILLS

Communication and interpersonal skills

excellent communication skill gained through my experience as manager in sales and marketing ,and as development manager .

JOB-RELATED SKILLS

Job-related skills

- Proven track record of delivering outstanding sales results and effecting positive change in challenging situations.
- Skilled in creating highly effective sales and marketing campaigns.
- Experienced in recruiting, training, and motivating teams of top-performing sales experts.
- Consistently achieved all sales and performance objectives.
- Capable of managing multiple projects simultaneously while meeting all deadlines.
- Demonstrated ability to troubleshoot business problems and implement creative solutions.
- Highly motivated, confident, organized, detail-oriented, patient, and disciplined.
- Possesses excellent communication, interpersonal, and customer service skills.