

MOHAMED DAHLAN

Commercial Strategy, Sales & Procurement Executive

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EXECUTIVE SUMMARY

Commercial Strategy and Sales Executive with 20+ years of progressive leadership across Saudi Arabia's steel, building materials, mining, and industrial manufacturing sectors. Builds and leads national sales organizations of 600+ staff, holds full P&L accountability across multi-site manufacturing operations, and uses ERP/CRM data (Odoo, SAP) to drive pricing, stocking, and procurement decisions. Track record in strategic procurement, supply chain risk management, channel partner development, and board-level reporting, with an established network across KSA's contractor, developer, and Vision 2030 project ecosystem. Open to senior commercial mandates at General Manager, Sales Director, or Commercial Director level.

CORE COMPETENCIES

Commercial Strategy | P&L Management | National Sales Leadership | Strategic Procurement
Supply Chain Management | Channel Partner Development | Pricing & Revenue Growth | ERP/CRM (Odoo, SAP)
Team Leadership | Budget Planning & Forecasting | Contract Negotiation | Risk Management
Board & Executive Reporting | Business Development | Steel, Building Materials & Industrial Manufacturing

PROFESSIONAL EXPERIENCE

National Sales Manager

03/2024 – Present

Al Rajhi Endowments Co. for Industry and Trade (Building Materials) • Riyadh, KSA

- Lead and restructure a national sales and support organization of 600+ staff across all branches of Saudi Arabia, redesigning territory and reporting lines to improve accountability and response time.
- Set and execute nationwide sales strategy across the sales team and supporting functions, delivering against company-wide revenue targets.
- Designed and rolled out a company-wide pricing platform and pricing policy covering the full product portfolio, standardizing price-setting logic and approval workflows across all branches.
- Built a multi-brand performance dashboard covering 18 brands on Odoo ERP data, used to drive branch-level pricing and stocking decisions in real time.
- Directed the build of a new e-commerce platform for building materials, taking the company online for the first time and opening a direct-to-customer digital sales channel.
- Led the company rebrand, aligning visual identity, market positioning, and customer-facing materials with the company's expanded national sales strategy.
- Direct strategic procurement planning and multi-option purchase order structuring with major suppliers including HADEED; lead legal review of supplier agreements.
- Expanded market share by identifying untapped markets and negotiating new channel partner and distribution agreements across regions.

National Sales and Marketing Manager

10/2023 – 01/2024

Alrashed Building Material (Building Materials) • Riyadh, KSA

- Led sales and marketing strategy for a major KSA building material supplier, positioning the company against the national projects pipeline.
- Grew sales performance and profitability across KSA and Qatar branches by capturing market share across multiple sectors within a 4-month tenure.
- Increased gross profit margin and sales volume through targeted account and pricing initiatives.

Sales and Marketing Director

04/2023 – 10/2023

Muadinoon Industrial Company (Mining) • Riyadh, KSA

- Led commercial strategy for a leading silica mining and production company in the KSA market.
- Expanded the business into new sectors and restructured sales and logistics functions to improve service delivery.

VP Sales and Marketing, Group of Companies

02/2020 – 02/2022

Al Rajhi Industrial Group (Industrial Manufacturing) • Riyadh, KSA

- Held full P&L and commercial leadership accountability across 7 manufacturing subsidiaries: Rajhi Plastic Factory, Rajhi Foam Factory, National Polyester Fiber Company, Rajhi Wood, Gulf Paper Company, Afnan Water Company, and Rajhi Bena Block, Interlocks and Tiles.
- Directed sales and marketing strategy spanning B2B and B2C channels across the Group's industrial and building material product lines.
- Presented steel, timber, and building materials purchasing strategy directly to the board; established the Group's first Indonesian timber import partnership, with Korindo.

Sales Manager and Marketing Manager

08/2014 – 09/2019

Rajhi Steel Company (Steel Industry) • Riyadh, KSA

- Positioned Rajhi Steel to sell directly to major projects and contractors across KSA through combined retail and corporate sales channels over a 5-year tenure.

Country Manager (General Manager)

03/2012 – 08/2014

Integrated Strategy for HR and IT Solutions • Riyadh, KSA

- Held full country-level P&L and operational responsibility: signed partnership agreements, grew the client and partner base across KSA, hired technical and functional staff, and oversaw financial performance and project delivery.

Sales and Marketing Manager

10/2002 – 05/2006

Shamsan Industrial Group (FMCG Manufacturing) • Jeddah, KSA

- Led sales and marketing operations for an FMCG manufacturing business, building distribution channels and managing key accounts across the KSA market.

RECENT PROJECTS

- Architected a Firebase-backed CRM platform serving 60,000+ active customers, including multi-level admin access and WhatsApp integration.
- Built a standalone historical CRM analyzing 90,000+ ERP records to recover and re-engage dormant customer accounts.
- Designed a multi-role incentive compensation system covering 13 roles and 4 product groups, with branch-level, gross-profit-based performance multipliers.

EDUCATION

Master of Science, Business and Commerce — Husson University, Maine, USA (2001 – 2002)

Bachelor of Science, Audiology — Jami'at Al-Ulum Al-Tatbiqiya, Amman, Jordan (1995 – 1999)

LANGUAGES

Arabic (Native) | English (Fluent, professional/business proficiency)