



MOHAMED FAIZAL NOOR MOHAMED

COMMERCIAL DIRECTOR | FMCG & DISTRIBUTION LEADER

Career Objective

Commercial and Operations Executive with 15+ years of leadership experience across FMCG, beverage, consumer products, retail distribution, trade marketing, and business operations in Qatar, Saudi Arabia, and Sri Lanka. Proven success in driving revenue growth, market expansion, operational excellence, distribution management, stakeholder engagement, and organizational performance. Experienced in leading cross-functional teams, developing commercial strategies, improving profitability, and supporting long-term business growth.

Professional Working Experience

❖ All Mart Trading

(Nov. 2022 to Present)

Designation: Operation Manager.

Place: Doha-Qatar.

Client: FMCG



❖ Al Mana Coca – Cola (GCC)

(May. 2015 to Oct. 2021)

Designation: Sales & Marketing Manager (2017-2021)

Designation: Sales MT/TT Supervisor (2015-2017)

Place: Doha-Qatar.

Client: HORECA, MT, TT.



❖ Al Marai Saudi Arabia

(June 2012 to June 2014)

Designation: Sales Manager.

Place: Riyadh Saudi Arabia.

Client: All Type Food Store



❖ Zad Holding Company QPSC

(July 2009 to Oct. 2011)

Designation: Team Manager.

Place: Doha Qatar.

Client: All Type Food Store.



Personal Info:

Full Name: Mohamed Faizal

Date of Birth: 05 June 1981

Gender: Male

Civil Status: Married

Nationality: Sri Lankan

Passport No: N8480293

Visa Type: QID with NOC.

Availability: Immediately.

Driving License: Qatar, KSA & SL

Professional Skills

- ❖ Critical thinking and problem-solving.
- ❖ Teamwork and collaboration.
- ❖ Professionalism and strong work ethic.
- ❖ Oral and written communications skills.
- ❖ Leadership.
- ❖ Microsoft Office skills.
- ❖ Marketing skills.
- ❖ Management skills.
- ❖ Computer skills.

Nestle Lanka Limited.

(January 2000 to July 2004)

Designation: **Sales & Marketing Supervisor.**

Client: largest food & beverage company & TT, GT



Key skills

- ❖ Product Knowledge.
- ❖ Understanding of Common Business Software.
- ❖ Business Communication.
- ❖ Client Engagement.
- ❖ Active Listening.
- ❖ Conflict Management & Resolution.
- ❖ Sales Presentations / Demos.
- ❖ Social Selling

Like any other FMCG brand, Nestle persuades its customers to buy their products. However, instead of only offering discount coupons and offers, Nestle's promotion strategies focus on emotional connections, health, and quality of lifestyle. answering employee questions, fixing processing errors, and distributing checks.

❖ Sri Lanka Red Cross Society

(Feb 2002 to April 2004 & Aug 2007-July 2009)

Designation: **Project Coordinator.**

Project: Health Development.

Client: Public of Sri Lanka.



Professional Qualification

❖ BSc Degree Holder

Sri Lanka Institute of Advanced Education Vavuniya Sri Lanka - 2014

❖ IIT Computer.

College of Technology, Sri Lanka – 2004

❖ Motivation Lecture.

College of Art and Business School - 2012

Certifications

- ❖ **BSc Degree.**
- ❖ **Design of Project.**
- ❖ **First Aid Service.**
- ❖ **Computer/5s.**
- ❖ **Sports.**
- ❖ **Team Work.**
- ❖ **Best Employee.**

Languages

- ❖ English
- ❖ Tamil
- ❖ Sinhala
- ❖ Hindi
- ❖ Arabic
- ❖ Malayalam

Core Competencies

- ❖ Commercial Operations Leadership
- ❖ Business Growth & Market Expansion
- ❖ Strategic Planning & Execution
- ❖ Distribution & FMCG Management
- ❖ Operational Excellence
- ❖ Revenue Growth & Profitability
- ❖ Stakeholder & Vendor Management
- ❖ Team Leadership & Performance Management
- ❖ Supply Chain & Logistics Coordination
- ❖ Budget Control & Cost Optimization
- ❖ Business Performance Monitoring
- ❖ Consumer Products & Trade Marketing

Non-Referees

- ❖ Will be furnished upon request.

Duties & Responsibilities.

A Sales is usually responsible for local market brand development within a channel. This is done across a variety of marketing strategies including product launches, public relations and communications efforts, setting up displays and designing loyalty programmers.

- ✓ Lead commercial and operational activities across trading and distribution functions.
- ✓ Drive sales growth, market expansion, and business development initiatives.
- ✓ Manage supplier negotiations, commercial agreements, and key stakeholder relationships.
- ✓ Monitor KPIs, profitability, service delivery, and operational performance.
- ✓ Implement workflow improvements and cost-efficiency programs.
- ✓ Coordinate sales, logistics, warehouse, and distribution teams.
- ✓ Supported leadership in managing daily business operations and organizational performance.
- ✓ Led operational coordination between sales, logistics, warehouse, and distribution teams.
- ✓ Prepared performance reports and operational analysis for management review.
- ✓ Improved inventory management and service delivery processes.
- ✓ Managed sales growth, distributor development, merchandising, and retail expansion programs.
- ✓ Built strategic relationships with distributors and retail partners.
- ✓ Supported brand management, promotional campaigns, market analysis, and product launches.
- ✓ Managed sales teams, marketing initiatives, distribution development, and market coverage.
- ✓ Creating partnerships and building relationships with trade partners, developing targeted marketing campaigns, and creating in-store displays and promotions to attract customers.
- ✓ Plan, organize, direct, control and evaluate the operations of establishments that sell merchandise or services on a retail or wholesale basis.
- ✓ Plan and oversee many different activities including go-to-market launches, advertising, email campaigns, events, and social media.
- ✓ Aims to ensure that FMCG products are available in the right place, at the right time, and in the right quantities.
- ✓ Collaborate with customers, principals, and the sales team to manage the annual trade marketing budget.
- ✓ Leading activation programs with partners to improve brand visibility.
- ✓ Improving brand presence and campaign execution across trade through excellence in in-store planning, execution, and tracking in alignment with the annual marketing priorities.
- ✓ Coordinate communication of price, product and pack changes.
- ✓ Develop, supervise and improve procedures to link entire marketing activities with sales team activities.
- ✓ Head responsibility to manage and monitor Trade Marketing Investments as well as initiate execution.