

Mohamed Baccari



Personal Summary

A personable, charismatic and efficient professional, who is able to bring an assortment of knowledge and skills to every area of a business. Mohamed has a track record of over achieving, and is someone who is deeply passionate about sales and marketing. He has the ability to understand big picture concepts and to dive into the detail needed to implement them. Possessing broad technical knowledge of the latest marketing methodologies, he is more than able to create customer focused win-win initiatives. Right now he is looking for a suitable position with a company where he will be surrounded by like-minded individuals who strive to break records and deliver excellence.

Career History

2011-2014

Various Positions - **Royal Mail. England.**

- Participation in the development of satellite positioning
- Positioning measurements addresses. Establish an address database

2009-2011

Sales Manager - **Tareeg Lybia Tomorrow. Libye.**

- Construction of buildings
- Negotiations with Clients. Getting new customers. Participating in district sales events as well as regional and national distributor trade shows.

2006-2009

Sales Manager - **Profiloplast. Pologne**

- Doors and windows in PVC and Aluminium
- Accomplishing export sales plans and targets in every country according to planned budget and goals, Co-operation with key account customers and distributors (incentive programs planning and fulfilling), Marketing activities planning and accomplishing, Negotiating with existing customers and getting new customers, Orders execution procedure control, Market checks, store checks, competitors activities checks, Sales and other activity reports generating, Budget, sales plans (forecasts) and activities generating, Communication with production and logistic departments in order to satisfy customer needs.

2004-2006

Sales Manager - **Norfo. Pologne**

- Food products, import / export, Spain, Ukraine, Russia.
- Introduction of new products. Negotiating with existing customers and getting new customers. Implementation of appropriate business procedures. Participating in district sales events as well as regional and national distributor trade shows.

2002-2004

Director of Sales and Marketing - **Almia Réfrigération. Tunisie**

- Design, manufacture and installation of refrigeration product, layout and equipment in stainless steel. .
- Creation and follow the network of distributors (Morocco, Libya). Participating in district sales events as well as regional and national distributor trade shows. Orders execution procedure control, Market checks, store checks, competitors activities checks, Sales and other activity reports generating.

1997-2002

Areas of Expertise

- Brand Analysis
- Monitoring Competitors
- Account Performance
- Identifying Opportunities
- Brand Management
- Waste Reduction
- Advertising Promotions
- Driving Profitability
- Implementing Action Plans
- Event Management
- Negotiating
- Campaign Optimisation
- IT Skills

Personal Skills

*Reliable and consistent
Flexible attitude
Communication skills*

Languages

- English : Fluent
- French : Fluent
- Polish : Fluent
- Arabic : Native

Computer

- Pack Office
- Windows
- Internet

Personal Details

Mohamed Baccari
Kensington Place
Petit Verger
Pointe aux Sables.
Mauritius

baccari.mail@gmail.com

DOB: 16/08/1966
Driving license: Yes
Nationality: Tunisian

Attaché de Direction - Holding AB corporation. Tunisie, Europe

- Building materials, acrylic baths, earthenware, stoneware
- Setting up quality systems ISO, Human Relations and Marketing.
- Implementation and development of commercial and marketing policy abroad. (Europe, Africa)
- Participating in district sales events as well as regional and national distributor trade shows.
- International development, negotiations, contracts, financing, relationship banking, logistics

1996-1997

Assistant - Technical University of Stettin

- Education

Key Skills & Competencies

- ▣ Ability to impact sales through coaching, counselling, and influencing others to accomplish desired outcomes.
- ▣ Researching, developing and executing new product launches.
- ▣ Identifying and selling against merchandising plans.
- ▣ Compiling and maintaining a customer database that documents appropriate customer information and contacts.
- ▣ Preparing itineraries, call reports and monthly business reports with sufficient detail and in a timely manner.

Academic Qualifications

2013

Certificate English, level 2 Certificate in Adult Literacy.
Oxford Cambridge and RSA Examinations. England.

2011

Certificate (KET) English, Key English Test .
University of Cambridge. British Council. Tunisia.

1993-1997

Ph.D, Doctor Technical Science. Fuzzy Control. Artificial Intelligence.
Technical university of Stettin. Poland

1993-1995

Specialized Master (SM) Engineering Industrial Systems.
Grandes Ecoles. Ecole Centrale de Paris. France

1993-1994

Certificate d'étude de Langue Française.
Alliance Française, Stettin. Poland.

1987-1993

Senior Engineer Measuring Oceanographic. Automatic. Controls.
Technical university of Stettin. Poland