

THAMER AL-NOSANI | MBA

Jeddah, Saudi | **Mobile:** +966530500555 | **Email:** talnosani@hotmail.com | [LinkedIn](#)

Apr. 1969 | Saudi | Male

Executive Director | Managing Director | General Manager

Executive Summary:

Results oriented Senior Executive with 25+ years of experience driving business growth across diverse industries, Foods & non – Foods, FMCG. Proven ability to develop & execute strategic plans. Optimize operations and build high performing teams. Expertise in market analysis, sales & marketing, leadership, brand development, and financial management. Passionate about exceeding targets and exceeding Stakeholders & Customer expectations.

Proven expertise in:

- Strategic Planning & Analysis
- Revenue Generation
- Stakeholder Engagement
- Business Development
- Policy & Procedures
- Sales & Marketing
- Market & Sales Trend Analysis
- Cost Reduction & Control
- Performance Management
- Change Management
- Customer Retention
- Team Training & Leadership
- Brand Development
- Account Management

Experience:

Executive Director | March 2024 – Present

- **United Foam Co. & Madinah Foam Co.** | HASA & Madinah
- *Key Contributions:*
 - Administrative and financial restructuring
 - Improving the level of profitability for the companies

General Manager | March 2022 – March 2024

- **Najran Mineral Water Company** | Najran
- *Key Contributions:* Led a comprehensive turnaround, restructuring the company, establishing e-commerce, and achieving key milestones:
 - Established a Quality department and changed water treatment according to the latest international standards.
 - Won distinguished Taste Award - World Water Institute | Belgium
 - Secured HACCP food safety certification.
 - Established sales automation system – MIRNA

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- Sales increased by 16%
 - Opened new sales branches in key locations.
 - Gross profit increased from 19% to 32%.
- **Executive Management Consultant –** | Nov. 2020 – Feb. 2022 | Jeddah
 - *Key Contributions:* Provided strategic guidance and restructuring solutions to: -
 1. **Abdul Aziz Al Salamah Law Firm Co.** Nov. 2020 to June 2021
 - Set up & Implementation short- & long-term strategy.
 - Set up and implement internal policy, procedures & KPI's
 - Study how to implant & run Automation system for the cases producers.
 - Outcomes:**
 - Activate Trademark registration section.
 - Lead time for cases and completing internal tasks by lawyers decreased from 32 working days to 11 days.
 - Thus, increasing the total income of the law firm.
 - 2. **Miraya Company** July. 2021 - Feb. 2022
 - Reviewed sales strategy, products display & customers after sales services procedures.
 - Restructuring HR. dep. And in house training & guidance of how to set up policy & procedures.
 - Outcomes:**
 - Launched new products i.e. Sanitaryware's
 - Activate the best way to attract consumers & products display in showrooms.
 - Staff turnover decreased by 37%
 - Operation cost decreases by 19%

General Manager | Sep. 2018 – Sep. 2020

- **Arab Poultry Breeders - OMMAT | Jeddah**
 - *Key Contributions:*
 - Restructured sales department, leading to a net profit increase of 18% during a challenging period.
 - Improved cash flow through strategic sourcing and customer credit facilities.
 - Developed and implemented a comprehensive training program to cultivate future leaders.

General Manager | Sep. 2017 – Sep. 2018

- **Tabuk Agricultural Marketing Co. an Affiliate of TADCO | Tabuk**
 - *Key Contributions:*
 - Successfully recommended a merger with Astra Agricultural company – fleet facilities, optimizing profitability.
 - Maximized product portfolio by introducing new revenue streams.

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- Served on the Board of Directors | 2017-2018.
- The company achieved a net profit in the first half of 2018 for the first time in many years (Tadawul news).

Executive Director | May 2015 – May 2017

- **SIDC Corporate | SLEEP HIGH | Foam Div.** | Jeddah
 - *Key Contributions:*
 - Reduced production cost by 23% and improved selling price by 11% while entering new markets.
 - Achieved a positive cash flow within 5 months through sales department restructuring.
 - Increased company net profits from 12% to 19% within two years.

General Manager | Aug. 2011- May 2015

- **SIDC Corporate | Ceramic Plant** | Yanbu
 - *Key Contributions:*
 - Developed and implemented business strategies, turning around a loss-making plant into profitability SR. + 4 M. (Tadawul news).
 - Established new production lines to enhance productivity while adhering to company standards.
 - Led sales & marketing initiatives, exceeding annual sales targets 22%.

Earlier Career Highlights | 1987-2011

- **Ass. General Manager & Sales Director** | July 2009 – July. 2011
Saudi Foam Trays Manufacturing Co. | Dammam & Jeddah plants.
 - *Key Contributions:*
 - Increased sales by 28% and enhanced plant productivity through process improvements.
 - Executed sales communication strategies that maximized company net profit + 11%
 - Oversaw recruiting, training, and performance management of employees.
- **Ass. General Manager & Sales Director** | June 2006 – June 2009
Jeddah Foam Co. Soft Dream's | Jeddah
 - *Key Contributions:* Implemented a comprehensive marketing overhaul that included:
 - Enhanced brand image & Expanded product portfolio.
 - Revamped retail showrooms presence, improved products display and implanted showrooms coding system.
 - Set up sales operation manual, KPI's , customer service protocols and home delivery procedures.
 - **These initiatives yielded the following results:**
 - Spring mattress Sales increased by 36% within 15 months.
 - Market share increase from 10% to 19%.

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- **Deputy General Manager** | Jan. 1999 – Feb. 2006
 - Abbar & Zainy Corporate | Cortina Foods Industries Co. Dairy & Juices
 - *Key Contributions:*
 - Developed & implement long-term business strategy.
 - Introducing new products (breakfast cream).
 - Reduction in costs by 31%, and a net profit increased to be 11%
- **Product Manager | Marketing Manager** | Sep. 1993- Sep. 1996
 - Abbar & Zainy Corporate | Tilda Rice
 - *Key Contributions:*
 - Entering to new market sectors, Restaurants & catering.
 - Achieving a significant BASMATI premium market share 12%
 - Developing storage mechanisms to reduce waste by less than 1.5% compared to 7%.
Managing the company's warehouses in 9 branches across the Kingdom.
- **Sales and marketing representative and supervisor** | Sep. 1987- Aug.1993
 - Abbar & Zainy Corporate | Tilda Rice & TEMA sweets

Education

- Master of Business Administration | MBA – Hull University, Hull, United Kingdom 1998
- Bachelor of Arts in Media | Public Relations & Advertising | King Abdul-Aziz University, Jeddah, 1993

Professional Development

- Extensive participation in workshops and training programs on leadership, marketing, and strategic planning.

Affiliations

- Member, National Committee for Agriculture and Fishing - Union of Saudi Chambers | 2020 - 2024
- Board Member, Tabuk Agricultural Marketing Co. | Tabuk - Affiliate of TADCO Co. | 2017-2018.
- Member, Managers Board of | EMDAD Logistic co. - Jeddah - Affiliate of SIDC Corporate | 2015-2017
- Member, Government Bids & Procurement Committee - Counsel of Saudi Chambers - Riyadh | 2011-2017
- Member, Gulf Marketing Association - Bahrain | since 1996