

Habib Maalouf

Retail Director Faces Beauty -Middle East at Chalhoub Group

📍 Athens, Greece

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Languages

Arabic (Native)

English (Fluent)

French (Work Proficiency)

Greek (Basic)

Russian (Basic)

Italian (Basic)

About

With a track record of over 25 years of experience in Sales(Retail, wholesales and Distribution)and Marketing in the GCC, Levant and Eastern Europe, in industries varying from Luxury Perfume, Cosmetic, Skincare, Consumer healthcare and FMCG with wide network coverages in terms of sourcing, distribution and sales, I have gained the knowledge and interpersonal skills to lead a multinational team to success. I am energetic, highly committed, responsible, creative, result driven, ready to take initiatives to meet and exceed targets and goals set by the company. Having the vision in mind, I lay the foundation to overcome any obstacle that may arise and set forth the means to prevent them from happening in the future and achieve a harmonious work environment.

BRANDS WORKED WITH

3M

Avalon Pharma

BELLISIMA EUROPE LIMITED

Chalhoub Group

Confidential Retail and Wholesale/ Business Trasformation

L'Oréal

Media Signs Inc.

Saadeddinpastry

Saudi Specialized Publishing Company

Experience

● Business Consultant

Confidential Retail and Wholesale/ Business Trasformation | Jan 2022 -

● Retail Director Faces Beauty -Middle East

Chalhoub Group | Aug 2021 - Dec 2021

Set up the yearly strategic plan and the yearly budgets, participate in strategic meetings with suppliers, marketing, merchandising and regional teams to negotiate commercial conditions (margin, exclusivity...)

Work in close coordination with the General Manager and recommend ideal retail and wholesale mix (stores to shut, prospecting for new/existing wholesales deals)

Monitor and direct daily operations to ensure that goals and objectives are met in term of sales targets, margin and profit and take corrective action when necessary

Approve Brand mix and oversee smooth implementation of opening, closing and renovation of shops and often get involved with the buying process

Maintain smooth relationships with Brand Owners to ensure sustainable brand growth in the middle east

Align with eCommerce and e-Retail managers on a regular basis to ensure pricing alignment on all channels

Ensure optimization of supply chain processes to protect margins Monitor and oversee the Brand's budget and financial KPIs

Analyze and improve cost effectiveness; prepare, review budget updates in collaboration the Retail Regional Manager

Prioritize and allocate available resources, make recommendations for improvement and ensure maximum effective service provision

Hold regular business reviews with General Manager to review final P&L

Attend Area Managers' meetings to review the shops performance: sales achievements, marketing activities, staff training, and provide reports to General Manager in a concise and informative manner

Monitor and analyze market trends, competitor activities; provide action plans and follow up on implementation

Assign individual objectives area management and merchandising teams, manage performance, empower staff, and provide formal and informal feedback in order to support professional development and maximize performance

Ensure identification and proper development and recognition of HiPOs within team

Ensure optimization of resources through proper manpower planning



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- **Head Of Commercial Skincare, Cosmetic and Perfume Division**

Avalon Pharma | Jan 2020 - Aug 2021

Managing the P&L - responsible for the Sales operation Profitability and portfolio
Developing & maintaining relationship with the brands owner
Managing the concessions along with the Brands.
Enrolling the brands into the portfolio that will consist of cosmetics, skincare and perfume.
Developing the full cosmetic and perfume range with the right manufactures in Europe
Developing annual marketing and communication plans- setting direction of each brand with the right retail partners
Responsible of the export of 22 countries
Represent the brands at the exhibitions and forum in KSA and Globally
Understand the brands strategy and competition in each region
Set the sales strategy and commercialization
Lead all trade and marketing activities
Handling the sales force team , in allocation, training, development, deployment in stores and release their KPI's.
Responsible of the SOP (sales operation planning) and Demand planning
Reporting directly to the CEO

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- **General Manager Sales | Saudi Arabia, Kuwait and Bahrain | Retail & Wholesales**

Saadeddinpastry | Jan 2017 - Jan 2020

Oversee day-to-day operations of over 140 Retail Stores as well as the Wholesales (HORECA) , Modern Trade across KSA, Bahrain and Kuwait with an overall P&L of SR 1,3 billion
Design strategy and set goals for growth.
Set the development of key performance goals for functions and direct reports.
Provide direct management of key functional managers in all the regions and executives in the business unit.
Ensure the development of tactical programs to pursue targeted goals and objectives.
Maintain budgets and optimize expenses.
Set policies and processes.
Ensure employees work productively and develop professionally.
Oversee recruitment and training of new employees.
Evaluate and improve operations and financial performance daily, monthly and quarterly.
Launching new products.
Direct the employee assessment process.
Provide solutions to issues (e.g. profit decline, employee conflicts, loss of business to competitors)
Develop strategic plans for optimized productivity.
Review and improve organizational effectiveness by developing processes, overseeing employees, establishing a highly motivated work environment, and creating innovative approaches for improvement.
Uphold standards of excellence and soaring quality management.
Seek out opportunities for expansion and growth by developing new business relationships
Working on Territory Management and Key Account Management to increase sales effectiveness.
Working on a clear yearly plan to reduce returns by 1.25% and hospitality by 1% from the overall sell-out.
Provide guidance and feedback to help others strengthen specific knowledge/skill areas.

Reporting to the CEO And Deputy CEO.

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● **Division Manager- Consumer Business Group**

3M | Nov 2014 - Oct 2016

Set and implement the strategic market operation business plan in KSA which resulted in an increase in market share from 17% to 35% in less than two years.
Directly manage Futuro and Nexcare 3M brands.
Leading the Arabization of Futuro Brand in KSA.
Project Management of New Product (3M Hand Sanitizer)
Drive market segment alignment and geographic distribution channel expansion throughout the Modern Trade and Pharmacies .
Supervising daily activities with cross functional team (sales, marketing, technical service and supply chain)
Manage the sales force of the Consumer division across KSA.
Increase channel partners' penetration, through point of sale outlets, weighted and numeric distribution.
Reducing stock levels of the distributor from 36 month to 8 month within one year of time.
Responsible for delivering the top and bottom line financial operating plan objectives in the P&L.
Reporting directly to the General Manager- Consumer Business Group.
Strict adherence to all export control and boycott policies.

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● **Senior Sales Manager- Consumer Business Group**

3M | Jun 2012 - Nov 2014

Bring value to the sales process through an advanced understanding of complex sales processes and business challenges in the market.
Develop a territory strategy to cultivate and grow leads and business in KSA.
Meet the stretchable annual sales forecast by implementing the execution plan set for my division.
Review with management the forecast on a monthly and quarterly basis.
Manage the complexity of sales cycle by demonstrating confidence, drive and tenacity.
Clearly communicate the value of 3M solutions to various prospect audiences.
Use various sales tactics from customer focus selling to tradeshow presence to nurture qualified leads and generate sales pipeline.
Organize and keep track of frequent inquiries and respond to each in a detail oriented and personalized way.
Exhibit an understanding and respect for urgency with effective and timely follow up and execution.
Help build long term sales strategies with the General Manager and the Division Manager.
Develop transformational solutions that fulfill the Brand needs and expand Target business with the Distributors.
Work with inventory planner to maintain optimum stock levels and avoid over stocking at the distributors'.
Coordination between the local, global and regional teams.

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- **Regional Sales Director**

Media Signs Inc. | May 2009 - Apr 2012

Manage the sales in the region, MBU's, agencies and direct clients to achieve annual goals.
Handling Media Signs Portfolio of (Petrol Station Mupi. In-store Hyper Mupi, Wall signs & Unipole's).
Manage day to day operation to ensure efficiency and productivity.
Manage accounts receivables and credit facilities.
Develop and implement the sales and marketing plan.
Hold meetings with senior management to review performance.
Coordinate with the Human Resources on recruitment, development, training, and performance evaluation.
Reporting to the CEO on a monthly basis

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- **Sales Manager**

Saudi Specialized Publishing Company | Jan 2007 - Apr 2009

Responsible for selling and booking group business, maximizing revenues and achieve annual goals.
Responsible for prospecting and closing on assigned accounts and seeking new accounts.
Generate weekly follow-up reports.
Managing a portfolio of International accounts for high-profile clients and business leaders.
Dealing with all aspects of a campaign.
Leading and training a team of three to achieve highest standards in customer handling.

- **Area Sales Manager - Luxury Consumer - Dolce & Gabbana, Roberto Cavalli, Creed, GFF**

BELLISIMA EUROPE LIMITED | Nov 1999 - Jul 2006

Bellissima is a part of Euro Italia company

Growing the Eastern Europe market from 3 to 10 countries.
Assigning distributors in 10 new countries.
Assist the distributors in selecting and recruiting the ideal sales staff and promoters.
Managing team performance.
Handling the P&L of each country.
Organizing the launching of the brand in major cities.
Maintaining competitor intelligence in all of Eastern Europe.
Coordinate with the marketing team on all media and advertising activities.
Setting budgets, targets and operation plans / Forecasts.
Reporting directly to the General Manager.
Working closely with all the departments to achieve the goals set and sales targets.
Presentation of new products and preparing the catalogs of the best seller products.
Attending the seminars and exhibitions

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- **Sales And Marketing Specialist**

L'Oréal | Mar 1995 - Aug 1999

Handling the perfume portfolio / perfumery stores division

Education & Training

2014 - 2015 ● **Harvard Business School**

Business Courses,

1995 - 1999 ● **Notre Dame University - Louaize (NDU)**

Bachelor's degree,

1985 - 1995 ● **Sagess Achrafieh**

High School,