

Mohamed Daniy

SALES DIRECTOR · HOME APPLIANCES & CONSUMER ELECTRONICS

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29

years in home appliances and consumer electronics

x3

annual revenue within 2 years at UMAREQ

5 + 35+

sales managers and promoters led at UMAREQ

2012

Best Employee of the Year, Samsung Morocco

PROFILE

Sales Director with 29 years building markets, teams and trust in home appliances and consumer electronics in Morocco. Hands-on experience in both Modern Trade (large-format retail and key accounts) and Traditional Trade (distributor and retailer networks). Launched Sony's Modern and Specialist channel in Morocco, contributed to building Samsung's distribution network from the ground up, and today leads the sales organisation at UMAREQ as a member of the executive team.

EXPERIENCE

JAN 2020
PRESENT



Sales Director

UMAREQ

Home appliances · Traditional and Modern distribution · Casablanca

- Promoted to Sales Director as a key member of the executive team: sales strategy and operations across Morocco's Traditional and Modern distribution channels.
- Leads a team of 5 Sales Managers and 35+ promoters.
- Tripled annual revenue (x3) within 2 years.
- Restructured pricing and promotional strategy, boosting market share.
- Built and trained a top-performing sales force with incentive programs.
- Developed solid partnerships with key accounts across Morocco.
- Defined the full sales cycle and CRM standards for the entire team; strengthened the corporate brand image across all distribution channels.

NOV 2019
JAN 2020



Sales Manager, Traditional Market

UMAREQ

DEC 2014
OCT 2019



Sales Manager, Modern and Specialist Channel

Groupe Brandt

Home appliances · Morocco

- Managed and developed Brandt's Modern and Specialist distribution channels across Morocco.
- Negotiated contracts with key Modern Trade accounts and built long-term relationships with strategic accounts.
- Implemented branding and communication strategies across all distribution channels.
- Delivered consistent sales growth through data-driven performance tracking; optimised inventory from sales analytics.
- Reviewed the daily performance of the full sales team, designed sales contests and incentive programs, and reported KPIs to the Sales Director.

APR 2011
DEC 2014



Key Account Manager, Modern Channel

Samsung Electronics Morocco

Joined during the launch of the subsidiary in Morocco

- Best Employee of the Year, Samsung Morocco 2012. Record monthly turnover, August 2013.
- Managed exclusively large-format retailers and Modern Trade key accounts against ambitious targets set by Samsung headquarters.
- Contributed to Samsung's market penetration and to building its distribution network from the ground up.
- Managed and coached a field team of 40 store promoters.
- Forecast alignment and negotiation with purchasing departments; in-store visibility; reporting on turnover, competition and market trends.

NOV 2008
APR 2011



Key Account Manager, Modern Channels

Sony Morocco

Consumer electronics and audiovisual: TV, audio, cameras and imaging

- Launched Sony's Modern and Specialist channel from the ground up in Morocco, against Samsung, LG, Sharp and Hisense.
- Built and managed a full customer portfolio; full ownership of accounts' business plans and P&L.
- Managed and trained 20 store promoters.
- This success led to his recruitment by Samsung Morocco.

NOV 2006
NOV 2008



Key Account Manager and Brand Manager

UMAREQ

Modern Trade only · Arthur Martin, Zanussi, Royal

- 2007-2008, Key Account Manager: account management, contract negotiation with purchasing departments, targets and daily follow-up.
- 2006-2007, Brand Manager "Royal": national responsibility for the brand in Modern Trade; led its full strategic repositioning (pricing review, product portfolio restructuring, distribution and placement, brand positioning).

FEB 1998
OCT 2006



Sector Manager

Metro / Makro Morocco

Home appliances and consumer electronics

- 2005-2006, Area Manager, Home Appliances: led 3 sales teams (15 sellers); sales and inventory monitoring, merchandising and brand visibility.
- 2004-2005, Department Manager: ownership of sales and inventory, supplier negotiation (promotions, sell-out activation), department P&L.
- 1998-2004, After Sales Manager: led a team of 4 maintenance technicians; spare parts, repairs follow-up and customer complaints. Built deep technical knowledge of home appliances.

EDUCATION

Master, Marketing and Communication

ESCA Ecole de Management | 2016-2018

Bachelor, Commerce and Marketing

ESIAC and Grenoble Ecole de Management (GEM) | 2014-2015

LANGUAGES

ARABIC · NATIVE FRENCH · NATIVE

ENGLISH · PROFESSIONAL

CORE EXPERTISE

Sales Direction

Sales Strategy

Key Account Management

Business Development

Sales Planning

Traditional and Modern Trade

Team Leadership

Trade Marketing

Pricing Strategy

Distribution Strategy

Contract Negotiation

Brand Management

KPI Reporting