

Hamza Debbarh

Human Resources Management

Experienced Sales & Business Development Manager with advanced interpersonal and business skills looking to transition into HR.

12+ years experience in marketing and key account management in multinational organizations. Substantial knowledge of transferrable skills such as negotiation and conflict management, customer relationship management, project management and analytical skills, which can be valuable to HR field. I have substantial track record of sales performance within top-class organizations.

Experience

**2020-
Present**

Career Break: Transition to Human Resources

- Succeeded to obtain my MSc in Organizational Psychology at University of London within a year, Second class honours - upper division (2:1).
- Volunteered with 7 Cups of Tea as a trained active listener to provide mental support and counselling.
- Volunteered with Global Mentorship Initiative in partnership with the Rockefeller Foundation to be a mentor and career counsellor for underserved communities.

**2018-
2019**

Key Accounts Manager - Modern Trade and Out of Home Channel

The Coca-Cola Company, Morocco – N°1 in Soft-Drinks

- Net Sales > 300m\$

- Optimized contracts execution by negotiating major business counterparts (space allocated to products in-store, data sharing) while saving up to 10% of total investment and developed portfolio size in Hard-Discount increasing assortment size from 30% to 55% of total soft-drinks products.
- Elaborated a scorecard for execution metrics in-store, which led to increased brand presence in coolers by 25%.
- Strengthened the relationship with high-level decision-makers in charge of international customers leading to the first joint-business plan (i.e. McDonald's, Carrefour).

**2017-
2018**

Area Sales Manager – International Division

Lesieur Cristal (Avril Group), Morocco–N°1 in Edible Oil– Net Sales>500m\$

- Developed business in Eastern Africa, prospected intensively through cold-calling and networking, built a database of top-class distributors to represent our brands internationally, led joint business plan discussions, contract agreement and launched successfully operations in 3 new territories after several attempts to expand the business in this area.
- Supported local distributors to reshuffle their sales organizations, provided training sessions to sales teams and helped define and monitor execution of commercial strategy.

Personal Info

Address

Villa 14 Gate 53 Avenue 77,
Block 575, P.O. Box 30 112
Janabiyah – Bahrain

Phone

+973 3300 2838

E-mail

hamza.debbarhm@gmail.com

LinkedIn

<https://www.linkedin.com/in/hamza-debbarh-0a14012>

Skills

Strategic Planning

●●●●●
Advanced

People Management

●●●●●
Advanced

Customer Relationship Management

●●●●●
Advanced

Analytical Skills

●●●●●
Advanced

Languages

Arabic

●●●●●
Native Speaker

French

●●●●●
Bilingual

English

●●●●●
Advanced

Other Skills & Interests

Public Speaking: guest speaker at Toastmasters International (Bahrain)

Coaching & Training: member of "Bahrain Society for Training & Development" which promotes HRM knowledge and people development.

Psychometric Assessments: StrengthsFinder, MBTI, Holland Codes

Hamza Debbarh

Human Resources Management

- 2011-2016** **Regional Sales Manager Homecare – International Division**
Newell Brands, France – N°1 in cleaning tools
– Net Sales > 700m\$
- Managed 10 distributors across Europe and Middle-East multiplying by x2 net sales growth from +5% to +10% annually.
 - Monitored business development in new territories (North Africa, Benelux) and led new partnerships discussions (distribution agreement, volume targets, promotion investments).
 - Led negotiation discussions of various complexity (i.e. contract termination, pricing strategy alignment with international banners, implementation of new distribution agreements).
- 2007-2010** **Brand Manager Middle-East / North Africa**
Danone Specialized Nutrition, France – N°1 in infant nutrition
– Net Sales > 800 m\$
- Led quantitative and qualitative consumer research
 - Developed advertising and trade marketing plans

Education

- 2019-2020** **MSc in Organizational Psychology, accredited by the British Psychological Society (BPS)**
University of London (UoL), UK
Second class honours - upper division (2:1) – Equivalent to 3.3 GPA
- Coursework covering areas such as employee motivation, selection and assessment, organisational change.
 - Research project on “executive coaching and authenticity at work” under the guidance of UoL and the International Coaching Federation (ICF).
- 2004-2007** **Bachelor and Master’s Degree in Business Administration – Sales & Marketing**
Kedge Business School, Bordeaux – France

Personal Info

Address

Villa 14 Gate 53 Avenue 77,
Block 575, P.O. Box 30 112
Janabiyah – Bahrain

Phone

+973 3300 2838

E-mail

hamza.debbarhm@gmail.com

LinkedIn

<https://www.linkedin.com/in/hamza-debbarh-0a14012>

Skills

Strategic Planning

●●●●●
Advanced

People Management

●●●●●
Advanced

Customer Relationship Management

●●●●●
Advanced

Analytical Skills

●●●●●
Advanced

Languages

Arabic

●●●●●
Native Speaker

French

●●●●●
Bilingual

English

●●●●●
Advanced

Other Skills & Interests

Public Speaking: guest speaker at Toastmasters International (Bahrain)

Coaching & Training: member of “Bahrain Society for Training & Development” which promotes HRM knowledge and people development.

Psychometric Assessments: StrengthsFinder, MBTI, Holland Codes