



Siyam Ismail

Mobile # +974 7111 5605

E-mail: Siyam.smile@gmail.com

Doha Qatar

Visa Status: Transferable and can join with 1 month's notice

Nationality: Sri Lankan with a Qatari Divers licence

Profile

Sales and operations professional with 15+ years of experience across showroom management, retail sales, trade coordination, stock control, finance support, and customer service in Qatar and Sri Lanka. Experienced in power tools, hardware, construction-related products, team supervision, and launching new products into the market.

Core Strengths

- Showroom operations and team coordination
 - New product launches and in-store activation
 - Stock control, replenishment, and warehouse coordination
 - Customer relationship management and after-sales service
 - Power tools, hardware, and construction product sales
 - Sales target setting and performance follow-up
 - Purchase requisitions, LPO follow-up, and supplier liaison
 - Cash handling, invoicing, debt follow-up, SAP/Oracle/Excel
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Professional Experience

Tadmur Trading Qatar | Assistant Showroom In-Charge **Sep 2024 – Present | Najma Showroom, Doha**

- Support day-to-day showroom operations for power tools, hand tools, hardware, and related electrical products serving retail customers, small contractors, garages, and carpenters.
- Help drive sales growth by identifying prospects, recommending fit-for-purpose solutions, and maintaining strong customer relationships across showroom and trade channels.
- Assisted in launching new power tools, hardware, and construction-related electrical products to the market by coordinating pricing updates, stock availability, frontline communication, and staff product awareness.
- Train merchandisers and sales staff on product knowledge, new launches, promotions, and key selling points to improve customer engagement and conversion.
- Monitor stock with warehouse and store teams, coordinate replenishment and inter-branch transfers, and support purchase requisitions and PO follow-up to avoid stock-outs.
- Work cross-functionally with finance, delivery, procurement, and customer service on LPO orders, customer payments, returns, warranty matters, and promotional campaigns.

- Supervised showroom presentation, test model readiness, and staff support while driving monthly sales targets for tools and industrial product lines.
 - Trained staff in sales communication, monitored branch requests, coordinated warehouse stock movement, and supported promotional campaigns for slow-moving inventory.
 - Handled invoicing, cash control, customer collections follow-up, and finance coordination for credit customers, pending payments, commissions, and rebates.
 - Prepared purchase requests, tracked supplier and departmental documentation, and supported reporting, stock export, inventory control, and order processing through SAP and related systems.
 - Worked closely with finance and sales teams to improve credit follow-up, customer service response, and overall showroom performance.
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Career Highlight

- Hands-on experience introducing and supporting new product launches in the showroom, including power tools, hardware, and electrical items targeted at contractors and construction-related customers.
 - Practical leadership exposure in team coordination, daily task delegation, showroom supervision, pricing communication, and sales performance follow-up.
 - Strong operational knowledge spanning stock checks, warehouse coordination, LPO follow-up, supplier liaison, invoicing, collections support, and after-sales issue handling.
 - Comfortable working across commercial, operational, and finance-related responsibilities using SAP, Oracle, POS systems, and Excel.
 - Ability to communicate with multiple languages with customers and key clients (Arabic, Hindi, English and Malayalam)
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Education & Certifications

- Associate Degree in Business Administration – Broward University, USA
 - Higher National Diploma in Human Resource Management – NIBM
 - Higher National Diploma in Business Management – ESOFIT
 - Diplomas in Marketing, Computer Literacy, Computerized Accounting, and Advanced Excel
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Systems & Language Skills

- SAP
- Oracle
- POS systems
- Microsoft Excel
- Word and Office tools
- Fluent communication in Arabic, English, Malayalam, and Hindi languages.
- Qatari Driver's License with more than 5 years of experience.