

TAYEB KRIKROU

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PROFILE

Professional Experience:

- Over 8 years in sales and 2 years of administrative experience.
- Bachelor's Degree in Business Management.

Key Skills:

- **Commercial Leadership and Client Management:** Proven ability to lead sales teams, drive revenue growth, and establish strong client relationships that foster customer loyalty.
- **Strategic and Analytical Expertise:** Skilled in developing strategic sales plans, performing market analysis, and using data-driven insights to optimize business performance and identify opportunities.
- **Technical and Operational Proficiency:** Proficient in CRM systems, sales tools, and Microsoft Office Suite, with a strong track record of thriving in high-pressure environments and consistently exceeding sales targets
- **Languages:** Bilingual in French and English

WORK EXPERIENCE

- **Sales Consultant** December 2020 – May 2024
CAC Alayat, Algeria
- **Recovery Operations Management:** Led the recovery management operations, adeptly overseeing the liquidation of the Real Estate Companies BATIGEC TP, BATIGEC BÂTIMENTS, and BATIGEC CONSTRUCTIONS, resulting in the recovery of significant assets and mitigation of financial losses.
- **Strategic Commercial Redeployment:** Conducted the strategic commercial redeployment for the Mining Company ERCMC as the lead Project Manager Consultant and developed a comprehensive plan to address the extended production halt. This critical effort significantly improved operational efficiency and facilitated a swift market re-entry.
- **Legal and Contractual Audit:** Directed a comprehensive legal and contractual audit as a Consultant Auditor Manager for ALAYAT firm, delivering critical insights that informed policy development and risk management strategies.

- **Sales Manager** September 2022 – January 2023
Melasco Mortiers, Algeria
 - **Planning, Directing, and Evaluation:** Planned, directed, and evaluated key business activities to drive company growth and market position in construction material industry.
 - **Establishing Distribution Networks:** Established robust distribution networks for products like tile adhesive and mortar, optimizing supply chain efficiency by increasing number of authorized distributors (from 1 to 4) and expanding market reach to the whole eastern side of Algeria
 - **Market Research:** Conducted comprehensive market research; analyzed results to inform business decisions and prospect for new major clients in Libya, which is a country undergoing construction.
 - **Product Development:** Actively participated in product development the “Standard” tile adhesive, contributing to design and feature enhancements that meet customer needs.

- **Sales Manager** June 2016 – October 2020
Renault Group, Algeria
 - **Strategic Action Plans:** Prepared, implemented, and executed strategic action plans to maintain leadership on the market share (65%) in collaboration with the director, enhancing the value across the entire client portfolio.
 - **Sales Analysis Reports:** Delivered sales insights reports, leveraging advanced management tools to provide predictive analytics and actionable intelligence to stakeholders.
 - **Sales Team Training:** Led comprehensive training sessions for twelve sales teams on partner procedures, ensuring adherence to industry best practices.
 - **Collaboration with the Back-Office Team:** Collaborated with the back-office team to verify the proper execution of purchase commitments, maintaining high standards of operational excellence.
 - **Customer Satisfaction Improvement:** Elevated customer satisfaction to new heights, aligning service delivery with both internal group standards and external partner expectations (e.g., BNP Paribas, Maghreb Leasing, AXA Insurance).

- **Office Administrator** June 2014 – May 2016
Annaba Assistance, Algeria
 - **Establishment office procedures:** execute dialysis patient transport with precision, ensuring a seamless operational flow.
 - **Strategic Task Prioritization:** Strategically established task priorities, adeptly delegating to 9 support staff, and guaranteeing the adherence to deadlines and procedural compliance.
 - **Managed and optimized administrative functions:** focusing on budget adherence, contract negotiations, and strategic project oversight.

EDUCATION

CISCO Academy, Computer Networking Certification (2/3)

2023 – 2024

IMA Annaba, B.Sc. in Business Management

2011 – 2014