

TAYEB KRIKROU

110 Forward Avenue, Ottawa, K1Y 4S9, ON
www.linkedin.com/in/tayeb-krikrou-1238b0144

Email: tayeb.krikrou@gmail.com
Telephone: (343)-262-3726
Language: Fluent in French and English

PROFILE

SUMMARY OF QUALIFICATIONS

- Over 8 years in Sales and 2 years administrative experience
- Bachelor of Science in Business Management
- Sales Leadership: Proven ability to lead sales teams and drive revenue growth in competitive markets.
- Customer Relationship Management: Expert in building and maintaining strong client relationships, ensuring high levels of customer satisfaction and loyalty.
- Strategic Planning: Skilled in developing and executing strategic sales plans that align with business objectives and market trends.
- Analytical Skills: Proficient in market analysis and sales forecasting to identify opportunities and optimize sales
- Performance Under Pressure: Thrive in high-pressure environments, consistently meeting and exceeding sales
- Technical Proficiency: Adept at using CRM systems and sales analytics tools to streamline operations and enhance sales performance. Proficient in Microsoft Office Suite (Word, Excel, PowerPoint).
- Language: Fluent in French and English

WORK EXPERIENCE

CAC Alayat, Freelance Consultant & Entrepreneur – Sales Consultant

December 2020 – Present

- 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. *(December 2020- December 2022)*
- Conducted the strategic commercial redeployment for the Mining Company ERCMC as the lead Project Manager Consultant, developing a comprehensive plan to address the extended production halt. This critical effort significantly improved operational efficiency and facilitated a swift market re-entry. *(December 2023 - May 2024)*
- 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. *(January 2023-May 2024)*

Melasco Mortiers, Algeria – Sales Manager

September 2022 – January 2023

- Planned, directed, and evaluated key business activities to drive company growth and market position in construction material industry.
- 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
- Conducted comprehensive market research; analyzed results to inform business decisions and prospect for new major clients in Libya, which is a country undergoing construction.
- Actively participated in product development the “Standard” tile adhesive, contributing to design and feature enhancements that meet customer needs.

Renault Group, Algeria – Sales Manager**June 2016 – October 2020**

- 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.
- Delivered sales insights reports, leveraging advanced management tools to provide predictive analytics and actionable intelligence to stakeholders.
- Led comprehensive training sessions for twelve sales teams on partner procedures, ensuring adherence to industry best practices.
- Collaborated with the back-office team to verify the proper execution of purchase commitments, maintaining high standards of operational excellence.
- 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).

Annaba Assistance, Algeria – Office Administrator**June 2014 – May 2016**

- Established office procedures to execute dialysis patient transport with precision, ensuring a seamless operational flow.
- 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****ACTIVITIES & INTERESTS**

Activities: Volunteer work: Seraidi Adventure, Sports: hiking and soccer.**Interests:** Tech Enthusiast, Public speaking, Leadership development and Strategic networking.