

SUMAYA FAISAL ALAY



Education

Master Degree – University of Bolton United Kingdom – 2015 Supply Chain Management

Bachelor – Science and Technology Sana'a, Yemen – 2007 Sociology

Diploma – New Horizons Jeddah, Saudi Arabia – 2003 Network Operatin

Experience

Account and Operation Manager – Sinwan Concept and Design House – Jan 2016 to Present

- Oversee Sinwans' administrative and project management capacity. As well as develop best practices and process flows to ensure the profitable delivery of existing and new products and services.
- Provide expertise and guidance across the delivery of all activities to advance operational cohesion across teams, actively encouraging and facilitating collaboration and alignment in delivery practices. ☑ Conducting regular status reports and information updates.
- Oversee the day-to-day financial activities, including budget preparation, financial delegation, monitoring expenditure and income, and overseeing the annual audit and management reports. ☑ Support the Managing Director with governance related activities upon request.
- Determine products and services for sale, and set price and credit terms based on forecast and client demands.
- Plan and direct sales promotions and marketing campaigns.
- Establish and implement various department policies, goals, and procedures, conferring with board members and staff members as necessary. ☑ Source and procure merchandise for sales, as well as represent management in purchasing and commercial agreements.
- Measure KPI's to determine retail profitability
- Establish and manage the E-store platform to increase market share.
- Oversee the design and marketing team for all online activities.
- Working with 3PL to reduce transportation cost and ensure cost effectiveness and client satisfaction.

Export Executive & Assistant General Manager – Del Monte – January to November 2013

- Evaluate and select freight forwarders.
- Generate export documentation and liaise with various government authorities.
- Coordinate export shipments from origin to final destination.
- Execute complete export cycle.
- Generate financial and regional sales activity reports.

Support Services & Purchasing Supervisor – Reza Hygiene Systems – March 2007 to May 2012

- Communicate with export and import related authorities, customers, and suppliers in all related territories to ensure efficient, positive and lawful practices are applied.
- Select and liaise with Freight forwarders for timely collection, delivery, and cost effectiveness.
- Develop and implement high standards in purchasing procedures for both domestic and offshore procuring.
- Evaluate cost, quality and specifications of product delivery.
- Control budgets for the purchasing department.
- Monitor and maintain optimum stock level in correlation with forecasting and warehouse inventory.
- Manage SKUs product descriptions and specifications, restocking over 600 SKUs monthly.
- Administer the process of purchasing, negotiating, categorizing and, evaluating suppliers and contracts; as well as maintain long-term supplier relationships.
- Work with warehouses to ensure supplies receiving.
- Manage all shipping modes and delivery term and insurance procedures for export & import.