

Khalid Samara

Seeking growth in commercial excellence

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SUMMARY

Commercial Excellence & Supply Chain professional with **8+ years** at two global giants—Boehringer Ingelheim (animal health) and L’Oréal (beauty). Integrating forecasting with core commercial levers such as demand planning, market performance, pricing alignment, and strategic decision support across diverse IMETA markets. Harmonize complex go-to-market and distributor structures through data collaboration and sell-in/sell-out alignment, achieving a **40pt reduction in sell-out forecast error** and stronger execution. Contributor to the statistical forecasting rollouts, driving accuracy, agility, and commercial insight. Skilled in analytics, transformation, and change leadership, fostering collaboration and commercial discipline in fast-paced environments.

CAREER TIMELINE & ACHIEVEMENTS



Commercial Excellence Forecaster (Animal Health)

Boehringer Ingelheim, IMETA HQ (India, Middle East, Turkey, Africa)

10/2022 - Present Dubai,UAE

- Forecasting/SISO owner:** Led end-to-end forecasting and data analytics; implemented global statistical forecasting in go-to-markets, improving accuracy by **40 pts** in distributor markets and **20 pts** in affiliates, and distributor performance through monthly cross-functional forums (Sales, Finance, Marketing, Supply Chain).
- Financial Reconciliation/optimization:** developed unique local simulation tools to optimize between 50+ countries and 60+ product groups (including price/volume mix; foreign exchange, YoY growth, channel and wholesaler coverage).
- Compass 360° insights:** Supported and led key cycles of BI's analytics dashboard (market share, KAMs, pricing, forecast, profitability); coordinated strategic review meetings and UI/UX upgrades.
- Enablement and change leadership:** Designed dialogue-style trainings; expanded forecasting culture beyond the core team, driving adoption and capability growth. Routinely upskilled audience of 35+ inclusive of external partners.
- "Feedbetter":** Handpicked by HR as a core member of BI's cross-company feedback-culture initiative, leading workshops, interviews, and creative engagement tools - the project is currently in top 3 of the **Shining Stars Award**.
- International exposure and Assignments:** Acting CE Manager Turkey (3 months), Acting CE Manager North Africa (3 months), "Supply4Growth" forecasting project in Germany (6 months), regional trainings and statistical forecast deployments

LOREAL

Supply & Promotion Planner / SAP MM Key User

L'Oréal

12/2020 - 10/2022 Dubai, UAE

- Handled Supply planning of ~ \$20M turnover monthly, 2,500+ SKUs, 9 brands, and distribution across GCC & Levant countries (multichannel of Go-To-Market, Export, and e-commerce) - inclusive of Key Account related activities
- Achieved Service levels of **99.5%** and availability **99%** in retail market & excess & obsoletes **<5%** across 4 brands
- Launched multiple cross-functional supply chain initiatives and appointed as lead for **2 projects alongside supply chain directors:** (multiple-horizon risk simulations, profitability analysis, inbound priority simulator, call-off optimizer)
- Talent Development :** recruited and managed a supply planner

Functional Consultant & Pricing Data Analyst / SAP SD Key User

08/2018 - 12/2020 Dubai, UAE

- Project Management:** Led a team of 3 "power users" on project basis and reported to the Sap Governance Manager
- Eliminated price rounding errors enabled seamless EDI integration:** designed and led a 4 month SAP implementation optimizing price rounding mechanisms within 4 modules and document flow (Finance, Controlling, Sales, Planning)
- Other Implementations:** 15+ SD enhancements, 1 E2E SAP business unit, middle-ware tool, EDI

Order-to-Cash Project Executive

07/2017 - 08/2018 Dubai, UAE

- Improved the reverse logistics reconciliation process to **99%**, reduced logistics retail costs, automated O2C files

EDUCATION

Bachelors of Science in Industrial Engineering

American University of Sharjah

2012 - 2017

RELEVANT SOFTWARE SKILLS

MS Excel (VBA/Functions)	SAP SD	SAP MM	SAP FICO	JDA	Power BI	Copilot agents
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