

MOHAMMED SALMAN HUSSAIN

Category Manager — Kuwait | Ex-Investment Banking (BofA Merrill Lynch) | Builder of AI Retail Tooling

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PROFESSIONAL SUMMARY

Category manager who takes global brands from zero to market leadership position. Over 10 years at Xcite by Alghanim Industries (Kuwait's largest electronics retailer), launched and scaled **Dyson, Hitachi, Dreame, Ecovacs, Tineco** and many more — building each from no market presence to category leadership through vendor onboarding, exclusive positioning, assortment architecture, pricing strategy, and omnichannel activation. Own a multi-million-dollar P&L with double digit YoY revenue growth across the assigned categories and vendor relationships.

Two capabilities most category managers don't have:

(1) Investment-banking pedigree — financial feasibility studies, valuation, and commercial analytics trained at Bank of America Merrill Lynch (Lynch Award winner), applied daily to JBP negotiation, margin architecture, and OTB planning.

(2) AI engineering, not AI usage — designs and ships working AI systems for retail: automated assortment-intelligence pipelines (web-scale competitor spec/price extraction → normalized comparison datasheets → board-ready Excel/PDF outputs), retail knowledge graphs, and a deployed AI-avatar e-commerce demo site. Reduced full category range-review cycles from weeks to hours.

3 promotions at Alghanim — youngest and fastest in company history.

SIGNATURE ACHIEVEMENTS — BRAND BUILDING

- **Dyson — Kuwait launch & premium establishment.** End-to-end market entry: vendor onboarding, assortment & pricing strategy, in-store placement, marketing activation. Strong sell-through from day one; positioned as the premium-floor-care and hair-care benchmark in the market.
- **Dreame & Ecovacs — created Kuwait's robotics cleaning category.** Led category entry from import planning and vendor negotiation through retail display, consumer education, and performance tracking. Both brands are now category leaders in the robotics segment.
- **Tineco — smart floor-care market establishment.** Built brand retail identity, negotiated shelf space, executed full go-to-market; positioned as a leading smart-cleaning brand nationally.
- **Hitachi — premium major-appliance positioning** under Alghanim Industries' exclusive distribution.

Pattern across all five: zero presence → exclusive positioning → market leadership. The complete Kuwait market-entry playbook — vendor terms, assortment, price ladders, planograms, promo calendar (Ramadan/Mega/White Friday), staff training, and sell-through management.

PROFESSIONAL EXPERIENCE

Xcite by Alghanim International Electronics — Kuwait

Category Manager, Small Domestic Appliances & Consumer Electronics

Nov 2016 – Present

- Own end-to-end commercial P&L for high-volume Consumer Electronics categories, delivering double-digit YoY growth across brick-and-mortar and e-commerce channels.
- Launched and established five premium global brands (above) with exclusive positioning and dominant market share from zero.
- Negotiate Joint Business Plans, pricing structures, rebates, and delivery terms with 50+ local and international vendors — improving front-end margin and reducing COGS.
- Built AI-driven category intelligence stack: automated competitor price/spec monitoring across regional retailers, normalized assortment datasheets with embedded product imagery and price-ladder analysis, and automated generation of leadership-ready review documents — compressing range-review cycles from weeks to hours.
- Leverage GfK market intelligence + internal sales data for white-space identification, OTB optimization, stock allocation, shrinkage reduction, and inventory-turn improvement.
- Direct cross-functional execution with Supply Chain, Marketing, and Store Operations across 47 stores, xcite.com & Dyson.com.kw

- **3 rapid promotions — youngest and fastest in company history.**

Bank of America Merrill Lynch — Hyderabad, India

Investment Banking Analyst

Dec 2014 – Mar 2016

- **Lynch Award winner** — identified multiple multi-bagger investment opportunities for institutional clients.
- Financial modeling, valuation, and market research supporting IB transactions and corporate strategy.
- Analyzed securities, derivatives, and settlements across 83 global capital markets with full regulatory compliance.

Networth Stock Broking Limited — Hyderabad, India

Equity Research Analyst

Oct 2013 – Nov 2014

- **Star Award** for research quality; produced earnings notes, sector reports, and investment recommendations; advised HNW clients on IPOs and portfolios.

Tata Business Support Services — Hyderabad, India

Associate, Financial Operations

May 2012 – Oct 2013

- Best Employee of the Month; bank reconciliations and AR/AP aging analysis for management cash-flow reporting.

AI & ANALYTICS PORTFOLIO

Selected projects — live demos at SalmanJournal.com

- **Assortment Intelligence Pipeline** — agentic web extraction of product specs/pricing/ratings from 9 regional retail sources → standardized buyer-grade datasheets (Excel with embedded imagery, PDF, PPT) with USP highlighting and price-ladder visualization. Built AI agent & workflows.
- **Retail Knowledge Graphs** — category/vendor/SKU relationship mapping for cross-category insight retrieval.
- **AI Shopping Advisor Demo** — deployed Next.js e-commerce site with live conversational AI avatar guiding purchase decisions.
- **Automated Reporting** — NotebookLM/LLM pipelines converting raw category data into leadership presentations.

EDUCATION & CERTIFICATIONS

- **MBA, International Finance** — Osmania University, India (2014)
- **B.Com** — Osmania University, India (2012)
- **AI-Powered Data Analysis** — University of Michigan (2025)
- **Elements of AI** — University of Helsinki (2025)
- **Career Essentials in Generative AI** — Microsoft & LinkedIn (2025)
- **Leadership & Management Development Programme** — Alghanim Industries (2024)

TECHNICAL SKILLS

AI Engineering: Claude AI (agentic workflows, MCP, automation pipelines), Custom GPTs, prompt engineering, LLM workflow integration, NotebookLM

Data & Analytics: Advanced Excel, SQL, GfK Market Intelligence, financial modeling, data visualization

Retail Systems: ERP, POS, inventory management, planogram software, Open-to-Buy planning

Languages: English (fluent), Hindi (native), Arabic (basic)