

**Sari**

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A sales and marketing communication professional with 20+ years of outstanding experience with real estate companies in Dubai coupled with blue chip advertising agencies and organizations of international repute, adept at leveraging growth initiatives additionally possessing holistic exposure in managing varied functions of business, in quest of a challenging position in an organization that provides opportunities to align accrued acumen towards a mutually fulfilling growth path.

**Highlights:**

**•Sold the equivalent of 400,000,000 dirhams worth of property at Dubai Pearl.**

• Actively participated in directing and managing marketing functions in numerous Ad agencies and companies, in the Middle East and the US.

• Played a key role in researching and developing strategies and plans, thereby identified marketing opportunities, direct marketing and new project development. •Acted as a catalyst in planning and coordinating public affairs and communications efforts inclusive of public relations and community outreach.

• Instrumental in supervising the planning and development of marketing strategies and communications materials in particular brand strategic approach.

• Pioneered in maintaining optimistic relations with stakeholders, media and suppliers.

**Chief Marketing Officer/ Business Development**

**AL ALFIA HOLDING Location:** Doha, Qatar June 2010 – Present

**Key Responsibilities:**

• Identifying primary business development areas in the real estate, fashion and hospitality. Designing and recommending strategic marketing/ business development measures to enhance company visibility in Qatar

and the region.

• Spearheading market research projects by coordinating laterally with research agencies. Analyzing project deficiencies and providing appropriate to ensure smooth execution of the marketing projects.

•Establishing and implementing an integrated range of marketing plans.

**Director of Communications at Dubai Customs**

May 2009 - May 2010

**Key Responsibilities :**

• Planned, organized and directed overall communications strategies for the organization, thereby managed and implemented a proactive communications program to enhance the reputation of the organization. • Initiated and implemented crisis communications activities to maximize performance and created organizational policies in compliance with organization's goals.

•Implemented short/ long term plans and budgets for the communications program and its activities, monitored progress whilst assuring strict adherence to organizational policies and procedures.

•Developed, implemented and monitored systems and procedures essential for the smooth operation of the functions of communication. •Supervised the communications staff, thus developed, implemented and monitored systems and procedures essential for the smooth operation of the function.

•Maintained the annual budget and stayed abreast about developments in the field of communication to help the organization operate with initiative and innovation.

• Drafted detailed reports of organizational activities and submitted the same to the senior communication director for further decision making.

**Chief Marketing Officer at Enshaa LLC** Dubai, United Arab Emirates August 2008 - May 2009

**Key Responsibilities :**

• Developed/implemented annual marketing plans, advertising expenses budgets to achieve company objectives, thereby pioneered and implemented measurable strategies to drive hard revenue goals and increase awareness at the national and global levels.

• Researched present/ future market opportunities/ trends with the objective of recommending to senior management suitable strategies and tactics to exploit these opportunities for sound and profitable growth.

• Executed and integrated marketing strategy by customer segmentation, product category and optimal channels to attract, retain and sustain revenue gains.

• Analyzed and capitalized on evolving market trends, networked extensively among customers to enhance brand penetration and maintain brand equity.

• Generated periodic market reviews, analyzed departmental performance, target achievements and budgetary adherence for recommending corrective actions accordingly.

• Maintained market database and developed annual budget for the department, ascertained effective implementation and supervised performance against targets to implement cost control strategies.

• Managed the preparation and maintenance of requisite reports to keep the upper management abreast of all marketing initiatives of the department.

**Senior Vice President at Dubai Pearl Development** August 2007 - August 2008

**Marketing Communication, Sales and Business Development**

**Key Responsibilities:**

• Formulated strategic plans geared towards the expansion, development and consolidation of product sales, exploited market opportunities in line with the objectives established by the organization.

• Researched market trends for innovating new products and upgrading existing line to anticipate/neutralize competitor initiatives, minimize risk and maximize profit.

• Scrutinized external emerging developments and evangelized new technologies, standards and methodologies that will have a positive impact on the company's bottom-line and quality of service.

• Designed budgets, reduced costs and verified sales figures to justify overheads. Created stage-wise profit projection reports in consonance with preceding factors and formulated turnkey solutions for marketing, promotion, sales and distribution.

• Collated and analyzed data pertaining to various corporate strategic marketing and business parameters, supported managers in planning/ effecting turnkey business solutions to enhance profitability. • Kept close tabs on market dynamics and competitor activities, conducted feasibility studies, recommended improvements to the higher management for countering the same and on increasing revenue inflow.

**Previous Professional Experiences:**

• Sep 2005 - Aug 2007:

**Vice President - Cheil Communications – Samsung**

Chiel Communications, the agency that is owned by Samsung and handles their account worldwide. My role was to overlook their client (Samsung) across the Middle East and Africa. A total of about 65 offices and outlets. I was copiloting the office with a Korean MD. I managed to increase our media commission percentage from the media suppliers by about 60%. I was also instrumental in developing new communication strategies that successfully placed Samsung under the spotlight.

• Mar 2000 - Jan 2005:

**Managing Director/Regional Creative Director - Ogilvy, Beirut**

During this period I covered many of Ogilvy’s offices in the region as Group Creative Director and managed to work of numerous accounts (banking, real estate, FMCG etc…) I won several awards for my creative work and was instrumental in gaining new business for the agency thru my business development skills.

• 1995 - 2000:

**General Manager/Group Creative Director - Horizon, Foot Cone and Belding, Middle East**

During this period I covered many of Foote Cone and Belding’s offices in the region as Group Creative Director and General manager of their Beirut office. I managed many accounts (banking, real estate, FMCG etc…) I was instrumental in bringing the agency name on the advertising arena in Lebanon.

•1990 - 1995:

**Business Development/Creative Director - Saatchi and Saatchi, Middle East**

During this period I covered many of Saatchi & Saatchi’s offices in the region as Group Creative Director and managed to work of numerous accounts (Airline, banking, real estate, FMCG etc…) I won several awards for my creative work and was instrumental in gaining new business for the agency thru my business development skills.

In total, I have about 65 commercials under my name.

• 1988 - 1990:

**Marketing and Advertising Manager - DeKalb Genetics Corporation, Chicago, Illinois, USA**

During this period I covered the whole Middle East and Africa out of Chicago. With my master’s degrees in Agri sciences and communication, I managed to bring the best of two worlks for the company thus increasing their market share and their brand name recognition in the region.

**Specialties**

Marketing Communications – Leadership - Creative Direction - Strategic Sales & Marketing - Business development

**Education**

**Education:**

**Master's Degree , Communication / Journalism**

**University of Missouri – Columbia,** United States **Completion Date :** June 1987 **GPA:** 3.85

**Bachelor’s degree and Master's Degree (sciences and marketing)**

**American University of Beirut,** Lebanon **Completion Date :** 1979- June 1982 **GPA:** 3.75

**Skills**

**Strategic Planning, Strategic Sales and Marketing, Creative Direction, Business Development, Driving Business Growth**

**Level:** Expert | **Experience:** More than 10 years | **Last Used:** 1 month or less

**Standardized Policies and Procedures, Customer Service, Revenue Generation, Competitor Analysis**

**Level:** Expert | **Experience:** More than 10 years | **Last Used:** 1 month or less

**Market Research, Business Feasibility Studies, Product Management, Marketing Consultancy**

**Level:** Expert | **Experience:** More than 10 years | **Last Used:** 1 month or less

**Brand Management, Customer Relationship Management, Coordinating Departments**

**Level:** Expert | **Experience:** More than 10 years | **Last Used:** 1 month or less

**Budgeting and Forecasting, Marketing Communication and Strategies, Variance Analysis**

**Level:** Expert | **Experience:** More than 10 years | **Last Used:** 1 month or less

**Training and Development, Contractual Negotiations, Managerial Decision Making, Reporting**

**Level:** Expert | **Experience:** More than 10 years | **Last Used:** 1 month or less

**Leadership, Team Building, Motivation, Communication, Ability to work under pressure**

**Level:** Expert | **Experience:** More than 10 years | **Last Used:** 1 month or less

**Analytical Ability, Critical Thinking, Decision Making and Problem Solving, Time Management**

**Level:** Expert | **Experience:** More than 10 years | **Last Used:** 1 month or less

**Computer Related Skills: MS Office and Internet Usage**

**Level:** Expert | **Experience:** More than 10 years | **Last Used:** 1 month or less]

**Languages**

**Arabic Level:** Expert | **Experience:** More than 10 years | **Last Used:** 1 month or less

**English Level:** Expert | **Experience:** More than 10 years | **Last Used:** 1 month or less

**Nationalities:** American Lebanese.