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| **Objective** |

A management professional with 12 years of excellent track record in driving business growth through retail sales, marketing and business development initiatives, possessing allied exposure in operations management, seeking a challenging position with a dynamic organization to contribute accrued skills in achieving organizational objectives and charting a mutually beneficial growth path.

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| **Key Skills** |

# Strategic Sales and Marketing, Business Development, Operations Management

# Employee Relationship Management, Managerial Decision Making, Driving Growth, Target Achievement

# Market Research, Sales Analysis and Forecasting, Distribution Management

# Clientele Development, Telecom Product Positioning/Marketing Campaigns and Product Distribution

# Budgeting/Forecasting, Competitor Analysis, Market Analysis, Sales Analysis, Contractual Negotiation

# Client Relationship Management, Brand Management, Product Management, Revenue Generation

# Coordination and Development, Training and Recruitment, Performance Review, Leadership, Team Building

# Premiere Customer Service Management, Resolving Customer Queries/Complaints, Management Reporting

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

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| **Professional Experience** |

**March 2014 –** **[Senior Business Consultant - Excellencors, Emirates ID Authority](http://www.linkedin.com/search?search=&title=Advisor+-+Excellencors%2C+Emarites+ID+Authority&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title" \o "Find others with this title)**

**Present**

Responsible for all phases of planning and execution of the 7 stars project initiated by the prime minister his highness Sheikh Mohammed Bin Rashid Al Maktoum. This position supports the Emirates ID authority in developing the performance of the service centers by meeting a hotel-style seven-star rating system for service centers. Classifications of all government service centers will be based on service quality.

**Key responsibilities:**

* Play a leading role in the development and management of an organisational culture that achieves business excellence.
* Develop methodologies, frameworks, strategies, policies, and plans that support the culture of business excellence and ensure this is aligned to customer excellence and regulatory compliance.
* Provide direction and leadership to the Business Excellence Team and the organisation as a whole.
* Coordinate the development and ongoing use of the Performance Management Strategy and Framework to maintain and develop a performance management framework that supports the achievement of performance targets through agreed KPI’s within budgeted cost.
* To develop continuous improvement strategies to optimise business performance and support the achievement of highest regulatory assessments.

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| **Sept 2009 –** **March 2014** | **Retail Sales Manager****Mada Telecom - Part of Zain Group, Amman, Jordan****Highlights:*** Successfully launched the retail business for the company by performing various activities including recruitment of shop team, shops selection and setting all business requirements for smooth functioning. Supervising the safe and efficient management of crew operations in line with commercial aims of the company and other laid down requirements.

**Key Responsibilities:*** Identifying primary thrust areas of business based on market surveys and analysis. Designing/ implementing strategic marketing and business development measures to optimize sales, volume distribution and customer service.
* Developing and implementing sales plans/strategies, marketing initiatives to accommodate division/corporate goals. Directing sales forecast activities and set performance goals accordingly.
* Conducting market research, competitor analysis to conceptualize counter strategies and preparing research-based reports and sales forecasts for senior management.
* Directing, monitoring and evaluating overall activities of the sales team, creating a customized follow up systems, overseeing their performance and motivating them to accomplish sales targets.
* Generating revenues, maximizing profit margins by identifying high potential retail sales opportunities and prioritizing them.
* Conducting customer satisfaction survey and evaluating customer feedback to suggest modifications and incorporating the same in business strategy, thus effecting high levels of sales and achievement of organizational objectives.
* Researching current market scenario, conducting competitive analysis, capturing new business opportunities, analyzing, preparing forecast reports and submitting the same to the sales director for further decision making.
* Devising budgets and targets, monitoring performance against budgets, submitting variance reports to the senior management with recommendations for improving profitability.
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| **Dec 2007 – Sept 2009** | **Retail Sales Manager****Wi-Tribe, Jordan****Highlights:*** Successfully participated in all start-up activities of the sales department and handled all operations from pre launch stage.
* Played a vital in spearheading the UAT committee for test execution and issue resolution prior to ‘soft launch’.

**Key Responsibilities:*** Developed and implemented an integrated range of sales and marketing concepts/strategies consistent with the overall goals/objectives of the business.
* Instituted/directed development/implementation of budget and long term financial plans to achieve the category's volume, profit and spending objectives.
* Ascertained top line sales goals and bottom line profit goals are met, by recognizing profitability/ revenue impact of business opportunities and oversaw execution of brand strategies.
* Planned, budgeted and implemented promotional and marketing ventures (exhibitions, conferences, receptions and campaigns) for new and existing products.
* Conducted periodical meetings with the sales team for forecasting revenues, reviewed financial performance of the company and leading investigations on product weaknesses and complaints.
* Conducted training for the sales team, imparted knowledge of company products to foster positive attitude towards attainment of company goals.
* Monitored inventory in coordination with sales/marketing personnel. Tracked inventory to ensure sufficient stock to meet demand, met abnormal demand situations by ordering for replenishment stocks and maintaining safety stocks.
* Actively focused on improving customer relations through better services thus, expanded business reach and proactively creating new sales leads/opportunities.
* Kept close tabs on market dynamics and competitor activities and devised effective marketing strategies to counter the same.
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| **Apr 2007 – Dec 2007** | **Retail Operations Manager****Umniah, Al Aryan, Jordan** **Key Responsibilities:*** Handled the entire gamut of the operations department, ensured smooth execution of work within the given timeframe and budget.
* Assumed responsibility for 9 shops and led a team of professionals to develop and implement retail sales strategies and in close coordination with key accounts, merchandising, retail market and Business Development.
* Handled the whole gamut of operational activities inclusive of entire marketing and distribution activities for the organization and generated new business deals to achieve/ surpass allocated targets.
* Assessed skills, quality and efficiency of staff, provided training to sales force to accomplish organizational goals/ objectives.
* Established/communicated company goals to employees, staff and delegated workload, actively supported employee growth, uphold cooperative policies to motivate employees and increase efficiency.
* Managed company's financial system, manpower aspects and annual budgeting of the business pertaining to rationalization of cost to ensure accurate and timely reporting and compliance.
* Supported and maximized effectiveness of sales operations to assure positive professional services, revenue growth, positive impact on margin and high customer satisfaction.
* Executed beat plans and sales norms, thus gathered, maintained and analyzed market trends to conceptualize counter strategies and performed sales forecasts for senior management. Submitted weekly reports on the same and advised the team on counter-strategies.
* Devised budgets and targets through implementation of trade activities, monitored performance against budgets, submitted variance reports to the senior management with recommendations for improving profitability.
* Coordinated with senior management to increase visibility in retail and channel counters with ample merchandise stock to meet sales targets.
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| **Aug 2006 – Apr 2007** | **Senior Sales and Services Team Leader****Orange (MobileCom), Jordan***Crafted an impressive growth path rising from the position of Sales and Service Representative to Sales and Service Team Leader within a short span of time.***Destination Chronology:**• August 2006 - April 2007: Sales and Service Team Leader• August 2005 - August 2006: Senior Sales and Service Representative.• December 2002 - August 2005: Sales and Service Representative**Highlights:*** Successfully recognized as top achiever with highest evaluation and achievement score constantly for 3 years.
* Played a vital role for receiving appreciation in handling additional responsibility of operations of another branch for a period of 3 weeks.

**Key Responsibilities:*** Endorsed high merchandising values that reflect the company’s image by being creative, educational and expressive, developed advertising and promotional plans, oversaw merchandise placement/displays to maximize retail sales of the outlet.
* Coordinated with human resources department for staffing, developed and controlled the team, fostered a well trained and motivated team to achieve breakthroughs in the attainment of service level goals.
* Established/communicated store goals to employees, staffing the store, delegate workload, actively support the employee growth, sustain cooperative policies to motivate employees and increase efficiency.
* Monitored store facilities meet all regulations, scheduled regular maintenance, arranged seasonal displays to increase footfalls in store thus effecting high levels of sales.
* Developed/implemented annual marketing plans, advertising expense budgets to achieve company objectives.
* Reported team performance trends, ensured consistency, established policies/procedures and coordinated communication of team results based on operational standards of the organization.
* Communicating effectively with senior management to review departmental forecasts periodically and ensure consistency with annual projections. Monitoring daily operations, recommending and creating improved course of action.
* Keeping abreast of latest technological advancements and utilizing the potential of the same to respond to the distinctive needs of the organization.
* Ensured items sold through store are delivered/ installed within stipulated period, supervised quality control to assure maintenance of product specifications, ascertaining quality services to achieve store profitability.
* Negotiated with suppliers for efficient prices, timely delivery of goods, credit terms for favorable purchase/supply to maintain adequate product stock.
* Coordinated with existing/ prospective clients to stay attuned to altering market trends. Ensured prompt attendance to complaints/queries, effected process modifications as per feedback and solicited referrals through superior customer management.
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| **Education** |

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| **Aug 2002** | **Yarmouk University, Jordan**Bachelors Degree in Accounting  |

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| **Trainings and Certifications** |

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| **May 2011 – Feb 2012** | Certified Sales and Marketing Manager (CSMM), Sales and Marketing Certification Institute, ***New York, United States*** |

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| **Personal Information** |

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| **Marital Status** | Married |
| **Languages** | Fluent in spoken and written Arabic and English |