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**Professional Competencies:**

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| * Leadership Skills
 | * Target & Objectives Focused
 | * Effective Management Planning
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| * Creativity and Innovation Focused
 | * Sales Strategy
 | * Highly Motivated Individual
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**------------------------------------------Professional Profile---------------------------------------**

* + **Experienced in starting new projects, creating a market niche for targeted products and stabilizing corporation within market place.**
	+ **Excellent Knowledge and experience in boosting sales and marketing business management, and drive all administrative responsibilities to achieve aggressive profits and reach stability in all aspects.**
	+ **Creating and supporting of a healthy Enterprise Environmental Factors by achieving a loyal team and balancing it with the vision of the company**
	+ **Strong historical proofs in market penetration , by creating a very strong sales record and placing products in the lead against competition**

## --------------------------------Professional Experience----------------------------------

# Work Experience

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| Mar2010- going  |  **Top1 cleaning and security items co****General Manager** |
| Accountability | * **Created 360 annual plan to achieve the total organizational objectives.**
* **Cascade down the annual plan to the respective department and assign a reporting system to the departments to monitor performance.**
* **Monitored Performance of sales and marketing to ensure the total organization strategy is implemented.**
* **Initiated a market intelligence system to collect data and insuring development is in the right direction.**
* **Ensured people development plan in place to ensure efficiency and creativity.**
* **Maintained a healthy tools and company assets in order to ensure smooth operation.**
* **Assigned tasks for HR department of implementing ongoing training programs to boost people development and mind targeting.**
* **Achieved company targets in terms of sales, marketing, expanding and people development.**
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| June 2008 – feb 2010 | **Biotechnology international co-LLC** **Sales and Development Manager** |
| Accountability: | * Establishing market and managing the operation in the Middle East and the North African(ie. Saudi Arabia, Jordan, Yemen, Egypt, Sudan, Libya, Syria , Oman )
* Created master plan to dominate the detergent market sector and created the necessary budget plan proposals for customers across those regions
* Created strong and long term relations across the MENA region in the FMCG and food industry.
* Managed costs and budgeting for the middle east and Levant Region and Participated in managing teams.
* Managed company Letter of Credit (LC), negotiations and managed tasks with same respect.
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| Dec. 2005 – Dec 2007 | **Arnon co ( Saudi Arabia )****Area Sales Manager**  |
| Accountability | * Initiated the B2B Business in the Group, which included initially MEA region and planned the strategy and vision for the House Hold Department.
* Extended Business Opportunities to the Regional Markets to expand the base of the potential customers.
* Designed Promotional Campaigns to fit the product/Customer Profile.
* Implemented sales campaigns to enforce Sales strategies.
* Managed Sales Forecasting and Budgets
* Managed Incremental sales strategy to Double the sales capacity in certain outlets.
* Worked with multi-tasked team members to achieve targets.
* Created a hierarchy report system to have a live update of Sales Figures.
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| Sept 2001 – NOV 2005 | **Henkel LLC –** **Area Sales Manager**  |
| Accountability: | * Managed Distributor accounts in MEA region including UAE, Kuwait, Jordan, Egypt, Yemen.
* Enforced company objectives and Budgets in the region with distributors.
* Achieved the sales targets profits of 127.7 %
* Managed Incremental sales strategy to Double the sales capacity in certain outlets.
* . Managed Sales Forecasting and Budgets
* Created a hierarchy report system to have a live update of Sales Profits
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**----------------------------------------------Qualifications---------------------------------------------**

***BSC in psychology ….***

* ***Higher Diploma commercial & Industrial psychology section of Advertisement.***
* ***Practical course in German Cultural Institute (Ghotah) in Damascus regarding psychological studies of client & marketing.***
* ***master in marketing.(*** ***Guide the behavior of consumers ) from the University of Washington*** on lain

***TRAINNIG:***

1. A-Z Selling Alliance co in Dubai.
2. Time management. In a Riyadh.
3. Haw to balding yourself as business man ..
4. Haw to work smart.
5. Planning in the marketing. Alliance co in Dubai.
6. Secrets of successful sales persons In a Riyadh.
7. Inlays the marketing Alliance co in Dubai.
8. train the trainer
9. I S O internal and external editor
10. Trained on the following IT solutions products : Veritas, Adic, Microsoft, Crystal Decisions, Novell, Citrix, NAI

**Language Skills:**

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| Arabic | Mother Tounge |
| English | Fluent in Reading, Speaking, And Written  |

**Sports Skills:**

Basketball • Swimming • Squash