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**Raed**

 **Mail:** Raed.265571@2freemail.com

**Senior Level Assignments –Business Development**

*Well qualified (****Master in Business Administration)*** *industry professional with 15 years of experience with international exposure in Sales, Business Expansion, Customer Relationship Management and Team Leadership; seeking challenging opportunity to work in a senior management position with reputed organizations in UAE.*

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**Years of experience**

**15 Years**

**in 3 countries 7 in UAE 2 in Saudi and the rest in Egypt**

***In sales and Business development***

**Profile Summary**

* **Experience:** Result-oriented executive with in-depth insights in areas sales, marketing, business development, distribution channels, KAM and team leadership, creating high value for the company
* **Exposure:** Proven track record of formulating robust Business Strategies and implementing them through Distributive Sales initiatives, and leveraging all leads and business opportunities to expand the client base
* **Expertise:** Digital marketingwith success in building websites, managing promotional events and exhibitions, setting up and driving marketing campaigns and branding
* **Efficiency:** Tracking Market situation, analyzing competition and accordingly strategizing promotion and pricing policies; Inter and intra departmental coordination to ensure smooth operations
* **Effective**: In leading multi cultural, cross functional teams, strong interpersonal skills with excellent communication and negotiation skills complemented by an ability to drive operations to the fullest capacity

**Core Competencies**

* Business Management
* Sales & Marketing
* Change Management
* Customer service & Problem solving
* Business partner relationships
* Competitor& Market Analysis
* MIS, Reports & Reviews
* Team Leadership & Training

**Career History and Select Highlights**

**Feb 2007 to February 2015**

**Business Development Manager: Franke Kitchen Systems Dubai- UAE**

**Responsibilities:**

* Overall business management to achieve market share allover Middle East
* Drive sales operations and motivate the sales teams as well as agents to meet targets
* Ensuring Franke product entry in major project throughout the region
* Reviewing progress of sales and productivity.
* Responsible for execution of strategies and plans including promotional activities and events
* Identifying fresh business opportunities for the company
* Expanding business reach by acquiring new agents

**April 2002 - Dec 2006:**

**Business Development Manager: The Coffee Roasters Mills: Cairo**

**Responsibilities:**

* Responsible business expansion by opening new markets and securing agents worldwide
* Developing and executing Market strategies and driving export sales
* Setting Market campaigns for Company Products
* Ensuring a digital footprint by developing and building a web site to the company
* Internal communication by managing the company newsletter
* Branding the Company name and their line of Products
* Contributing to HR activity –interviewing candidates for new positions

**Sept 2000 - March 2002:**

**Marketing Manager: Goozy Food Co: El Khobar. Saudi Arabia**

**Responsibilities:**

* Developing fresh business opportunities for the Company across product categories such as Hotel catering, Hotel appliance, Tourism and Office automation equipment
* Monitoring and evaluation marketing plans and driving required course correction
* Selling Communication Software
* Market studies and surveys to aid informed decision making and fine tuning strategy

**Previous Experience**

**Jan 1992 - March 2000:**

 **Territory Manager: TNT Express World Wide**

Responsibilities:

* Business development and client acquisition through a team
* Team development and training
* Market intelligence and MIS reporting

**Jan 1987 - Sept. 1991: Marketing Executive: International Courier Co. “Aramex”**

Responsibilities:

* Business development and identifying fresh business opportunities

**Qualifications**

* Master in Business Administration: North West London University
* Management High graduate courses: International University, London, United Kingdom.
* B.Sc. Social Work: Cairo University

**Nationality:** Egyptian

**Languages:** Arabic , English, Little German