Profile

More than 12 years of successful entrepreneurial and project management experience with international and multicultural exposure. Through operational excellence and focus on quality and dedication, I have been able to deliver real values in my assignments. A proven track record in terms of accomplished projects within the timeframe set, profitability and revenue achievements better than expected through systematic work, cost control, planning, and customer satisfaction.

Areas of expertise

* Business planning and execution
* Project management & Consultancy
* Process implementation
* Delivery, Operations & Outsourcing
* Supply chain management
* Company setup
* Procurement
* Time management
* Customer service / Customer oriented
* Human resource management

Achievements | Professional Experience

**2013-Current: Sales Director and Business Development Manager, Tradeson Limited. Middle East**

Tradeson Limited is a Management Consultancy firm with the mission to provide strategy and advanced management and technology consulting services to companies and institutions in Central and West Asia.

**2015-Q2 2016: Sales Director, Tradeson Limited. Middle East**

* Planning and order verification
* Documentation and international certificate verification of companies and manufacturers around the world
* Procurement and purchase from qualified manufacturers within pharma and healthcare
* Supply chain management, cost efficiency and process implementation and optimization
* Quality control and plant visits for purchase of pharmaceutical products in China and East Asia as part of the process before any purchase and order placement
* Compliance of Import guidelines, rules and regulations from MOH (Ministry of Health) and regulatories
* Contract manufacturing for products, out-licensing with multinational companies and top listed companies in China and South Korea
* Cost efficiency implemented for one of Middle East largest pharmaceutical groups resulted in 20% cost reduction
* Appointment and approval of distribution channels for Middle East market and partnership agreements with terms and conditions for specific products
* A continuously order management enhancement, follow up dedicated customer support and partnership visits for projects
* Exclusivity achievements for various products for the Middle East market
* KPI implementation as one of the measurement tools for sales, growth and net profit
* Increased profitability for the stakeholders in my assignments and business development with proven track records

**Q3 2013-2014: Business Development Manager, Tradeson Limited. Middle East**

* Market analysis, entry strategies and business development for UAE and the Middle East market
* Sales growth and revenue recognition
* Key Account Management for large scale projects
* Partnership agreements with one of Middle East biggest pharma companies
* Indirect channel and distributor management
* Team building for the projects, through dedication and hard work in collaboration with our agents in US, China, Korea, Iraq, England, Sweden and UAE.
* Identification, evaluation and qualification of sources and manufacturers
* Company setup in UAE. Both in mainland and in Free zone
* Project management, budget management, risk and stake holder management
* Execution and reporting

**2003-2013: Business Development Manager and Operation Manager, Kasbi Petroleum AB. Sweden**

Kasbi Petroleum AB, a privately owned holding company. The company delivers and provides retail fuels and consulting in retail and related business.

**2007-Q2 2013: Business Development Manager, Kasbi Petroleum AB. Sweden**

* Responsible for the startup of the business units
* Implementation of idea’s into fully functional and profitable organization as part of the company
* Key success factors implemented in different business development projects. Scope of the project, clear measurable objective and goal, time management, detail oriented planning and execution, budget management, risk management, stakeholder management and reporting
* Contracts negotiation, process implementation, purchasing of all equipment’s and products from various wholesalers, IT solutions setup, surveillance system setup for each entity
* Human resource responsibilities, scheduling, salary negotiations, and sales target set for each of the employees
* Business development and decision making while considering the governmental and union organizational guidelines
* Quality, safety, product and revenue report guidelines implementation
* Customized and location based convenience stores and carwashes implementation in petrol stations
* A parallel investment by the owner of Kasbi Petroleum AB and myself in a Swedish fast food franchising concept. Sandys
* Based on various healthy submarines and salads
* Implementation of 7-Eleven franchising concept in the petrol stations

**2003-2006: Operation Manager, Kasbi Petroleum AB. Sweden**

* Company IT solution implementation, including site preparation and installation, according to business requirements and regulations
* Communication and Network solution implementation
* Efficiency and cost optimization project for retail companies
* Human Resource responsibility, planning, salary payments for staff of 25
* Purchase optimization, procurement, process and time management
* Product development and quality control
* Customer needs analysis, adapting and implementing business solutions based on the geographical, environmental, political and religious aspects. Meaning, when planning to set up a new gas station in a certain area the convenience store and the station have to be adapted to the specific area, which makes a tremendous difference in a revenue and profit of the business unit
* Extensive negotiation required for agreements for different business units

Personal Characteristics

* Entrepreneur
* Result oriented
* Customer focused
* Patient and consistent
* Will go the extra mile to succeed

Education

2003-2016 Accounting

Negotiation skills

Cross cultural training

1999-2002 Mid Sweden University – M.Sc. Computer Science, Sweden

1999-1999 Stockholm University – Statistics, Sweden

1997-1998 Network Administrator / MSCE (Microsoft certified system engineering), Sweden

1994 EF Language course abroad, England

1993-1996 High school studies, Natural science program, Sweden

Miscellaneous

Languages: Fluency: English, Swedish, Persian Good abilities: German

IT-Skills:Experienced user of diverse Microsoft software

Network administration and management

IT-Security and Encryption

Computer hardware and software configurations for various types of operative systems

Server installation, Database installations

Economic: Visma-SPCS accounting software

Assignment: Board member of a startup company within the financial sector, Bank byte AB

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