**Dafi**

**OBJECTIVE:**

Seeking an opportunity to expand my experience in Business Development, Marketing & Sales with a professional organization that values integrity, positivity and hard work where I can add value through my diversified experience

**PROFILE:**

- Highly motivated professional with over 6 years of experience in the Jordanian and GCC market

- Excellent analytical skills and high awareness of the industrial market opportunities and latest trends  
- Highly skilled in developing new business opportunities through formulation and execution of various marketing plans and strategies   
- Strong ability to push revenues expectations and exceed goals by preparing and conducting budgeting and feasibility studies  
- Strong leadership and team work skills with ability to work with people in different hierarchal levels

**EDUCATION:**

- Oct 2011- Oct. 2013: MBA/Marketing, German-Jordanian University / Talal Abu-Ghazaleh Graduate School of Business (TAGSB)   
- Aug. 2004-2008: B.Sc. in Industrial Engineering Hashemite University, Jordan   
  
**WORK EXPERIENCE:**

April 2014 – present: **4earth for Sustainable Solutions**  
*Strategic Business Development Manager*:

* Key member of the establishment/executive team to formulate strategic direction and develop new business opportunities through creation of long-term value for the company.
* Conduct continues analysis of the industry, market trends, competition, customers and internal analysis through marketing intelligence to maximize profits.
* Build up marketing & sales strategies and feasibility studies; including the formulation of the company vision, mission, values, goals, branding strategies, budgeting, forecasting and allocate financing opportunities.
* Build and manage team members in order to execute the tactical levels of strategy through the development of KPI’s, roles and scripts for all employees.

Achievements:   
- Built strong reliable brand name and managed business contracts with key customers in the market (Jordan national t.v, Petra Development and Tourism Authority, Ministry of Tourism, Ministry of Environment, and Ministry of Agriculture, Le Royal Hotel & Kempinski Hotel)  
- Built diversified portfolio for 4earth Company to tackle different markets (in Agriculture, Architecture, Art, and community services initiates)

May 2013 – April 2014: **Nuqul Group (Perfect Printing Press)**  
*Marketing & Sales Section head*:

* Assessed marketing strategies for various organizations in order to enhance level of effectiveness of the company
* Conducted market penetrations / development studies for business organizations to expand their businesses
* Developed new product lines that can increase the profitability of the company

Achievements:   
- Increased customers’ database through development of new business contracts with 6 new customers in the local market and one customer in the UAE market  
- Increased market share by 10% in the pharmaceutical sector by opening a new business for leaflets printing.

Dec 2011 – May 2013: **(JWICO) Jordan Wood Industrial Company**   
Senior Sales and Projects Supervisor:

* Formulated and implemented marketing plans in order to enhance the company brand name and increase profitability.
* Developed strategy for sales to tackle new markets and expand exports to GCC and Iraq region
* Developed long-term relationships with key customers through managing and interpreting their requirements
* Implemented concurrent engineering strategy to efficiently control any need arousal from workers in site and manufacturing premises, while liaising with all involved stakeholders

Achievements:   
- Increased market share in the export market through business development with key accounts in Saudi and Qatari market   
- Singed contracts for 20 shops for Orange Telecommunication Company in Jordan and opened a new channel to furnish shops in Eastern Europe

February 2010 – July 2011: **Al-Ghanem Trading & Contracting Ltd.**  
*Marketing and Sales Product Team Leader:*

* Developed and penetrated new markets through background search for current and potential clients
* Prepared annual plans to evaluate our group achievements, weakness points, and solutions  
  Achievements:  
  - Increased group market share by 15% when implemented new product development and introduced luggage conveyor belts to the product portfolio in queen Alia Airport and Marka Airport

Jan 2009 – Jan 2010: **Al-Ghanem Trading & Contracting Ltd.**  
*Marketing and Sales Engineer:*

* enhanced sales and market position in the market through penetrating the local market
* Conducted analysis for the local market to fulfill the clients' needs  
  Achievements:  
  - Brought new agencies to the Jordanian market through product and market development  
  - Achieved high growth rate in sales with key accounts (contractors and sub-contractors) in the Jordanian market

**TRAINING COURSES AND WORKSHOP**

* “Total Quality Management” The Engineers Training Center. Feb 2008
* “Mastering Sales through Hard Time” Tanweer business consulting and training /  Business consultancy     and Training services (BCTS) Mar. 2012
* “Quantity surveyor” JFEMA / Amman Chamber of Industry / Vocational Training and Career Development Center Jul. 2012
* “Export Development and Coaching Programme (EDCP)” Competence Management Consulting Ltd.(CMC), October 2012
* “Effective Performance & KPIs Management workshop” SCOPI Academy Feb. 2013

**PERSONAL DETAILS**

Date of Birth: Mar. 27th 1986   
Marital Status: Single  
Nationality: Jordanian

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