**Habab**

**E-mail:** [**Habab.294603@2freemail.com**](mailto:Habab.294603@2freemail.com)

**Nationality: Sudanese**

**Birth: 1st Jul 1984**

**Languages: Arabic, English**

**Summary**

An MBA with the background of Biomedical Engineering, and over 8 years of various and broad experience in the fields of biomedical devices sales, education and training, and business development.

**Objective**

To work for an innovative organization and put my competencies to the best utilization, to contribute to organizational vision while maintaining personal development.

**Education**

**International Business School (IBS) - Universiti Teknologi Malaysia (UTM)**

Master of Business Administration MBA, 3.55 GPA

November 2014

**College of Engineering - Sudan University of Science & Technology (SUST)**

Bachelor of Engineering in Biomedical Engineering (honors)

December 2005

**Skills and Work Habits Profile**

* **Oral Communication Skills:** friendly, approachable and able to effectively communicate with internal and external customers.
* **Writing:** Able to write project reports, analyze its feasibility and can execute accordingly.
* **Technical:** Good at handling computer systems and able to manage software and database.
* **Job Task Planning and Organizing Skills:** Proven ability in reorganizing and controlling multi-tasks to meet deadlines while maintaining efficiency.
* **Entrepreneurship:** Strive to develop new and better ways to complete tasks.
* **Reliability:** Punctual at work that uses time effectively to achieve the organization’s goals.
* **Teamwork:** Excellent team player to perform along with team willingly and respectfully.

**Courses, Seminars, and Workshops**

* Milestone Training Center, Khartoum

**Project Management Professional “**Preparatory Course”

January 2016

* University of Leeds, UK

**Innovation; the Key to Business Success** “Course”

June 2015

* UTM International Business School, Kuala Lumpur

**Global Mindset in Corporate Strategy** “Seminar”

October 2014

* Malaysia-Japan International Institute of Technology, Kuala Lumpur

**Look East Policy and MJIIT** “Seminar”  
Speaker: Former Prime Minister of Malaysia, Tun Dr. Mahathir Mohamad

February 2014

* UTM International Business School, Kuala Lumpur

**Venture Creation Laboratory (VCL)** “Series of 12 Workshops Facilitated by Dan Kimball”

September to December 2013

* UTM International Business School, Kuala Lumpur

**Social Entrepreneurship** “Sharing Session with Marina Mahathir”

November 2013

* UTM International Business School, Kuala Lumpur

**Judu Strategy: Turning Your Competitor’s Strength to Your Advantage**

“A lecture presented by Prof. David B. Yoffie, Author of the book Judu Strategy”

October 2012

* Khartoum International Academy of Journalism, Khartoum, Sudan

**Communication Skills** “Course”

November 2008

* Bait Almaarifa Institute, Khartoum, Sudan

**AutoCAD 2D/3D** “Course”

May 2007

**Experience**

**Jan 2016 - May 2016**

Employer: Signtrade International, Dubai, UAE

Job Title: **Sales Representative**

Job Description:

* To prepare cost estimates by studying blueprints, plans, and related customer documents; consulting with engineers, and other professional and technical personnel.
* To determine improvements by analyzing cost-benefit ratios of equipment, supplies, or service applications in customer environment; engineering or proposing changes in equipment, processes, or use of materials or services.
* To develop customer's staff by providing technical information and training.
* To contribute to sales engineering effectiveness by identifying short-term and long-term issues that must be addressed; providing information and commentary pertinent to deliberations; recommending options and courses of action; implementing directives.
* To contribute to team effort by accomplishing related results as needed.

**Oct 2014 –Oct 2015**

Employer: Someet Gallery, Khartoum, Sudan

Job Title: **Business Development Consultant**

Job Description:

* To define and develop the long-term strategic goals for Business Development, in line with the firm’s overall strategic context
* Develop new business models for the firm
* To identify new revenue-generation opportunities those enhance and promote the firm’s mission and vision.
* Analyze prevalent market conditions for the firm and clients
* Develop strategies of the firm as it regards sales, advertising, marketing, and other related fields of business
* Conduct research on market trends of firm’s products/services
* Develop and initiate strategies and plans for the firm
* Prepare recommendations based on research already carried out
* Build effective team Conducts audits on a yearly basis
* Play an important role in implementing products and service that will meet customer’s needs
* Analyze firm’s trends in terms of loss and develop plans and a system to correct such
* Serves as firm’s liaison with its personnel as it has to do with business potentials; opportunities, and problem resolution
* Prepare reports as often as requested
* Assist in establishing firm’s agency plan as it regards certain territories and regions
* Generate leads through effective management of sales process of the firm
* Ensure satisfaction of customers
* To identify opportunities to bid for and acquire new projects and products
* To research and recommend market strategies and business opportunities
* To participate in proposal and pitch decks preparation as needed
* To take ownership of the management of the sales and marketing functions of the firm

**Oct 2011 - Jul 2012**

Employer: Aramex, Khartoum, Sudan

Job Title: **Customer Service Executive**

Job Description:

* Use skills and experience to ensure that the company delivers the highest standards of service to customers;
* Directly deal with customers’ inquiries and complaints aiming to maximize customer satisfaction;
* Identify tasks that are critical to maintaining customer satisfaction levels and communicate with employees to raise awareness of their individual roles in delivering satisfaction;
* Deploy CS team to meet changing levels of demand from customers at different times of the day;
* Analyze records of customer inquiries, purchases, service requests and complaints to identify trends.

**Mar 2009 - Oct 2011**

Employer: English Cultural Centre (ECC), Khartoum, Sudan

Job Title: **Lecturer/Communication Trainer**

Job Description:

* Delivering lectures, seminars and tutorials;
* Developing and implementing new methods of teaching to reflect changes in research;
* Designing, preparing and developing teaching materials;
* Assessing students' coursework;
* Setting and marking examinations;
* Supporting students through a pastoral or advisory role;
* Undertaking personal research projects and actively contributing to the institution's research profile;
* Writing up research and preparing it for publication;
* Supervising students' research activities;
* Completing continuous professional development (CPD);
* Managing and supervising staff training activities;
* Carrying out some administrative tasks, such as student admissions, induction programs and involvement in committee and board;
* Representing the institution at professional conferences and seminars, and contributing to these as necessary;
* Establishing collaborative links outside the organization with industrial, commercial and public organizations;
* Use skills to train new employees;
* Teach new skills and business systems to existing employees.

**Feb 2006 to Mar 2009**

Employer: KAFCO Medicals, Khartoum, Sudan

Job Title: **Bio-medical Sales Engineer**

Job Description:

* Searching for new clients who could benefit from the company products in a designated region
* Travelling to visit potential clients
* Establishing new, and maintaining existing, relationships with customers
* Managing and interpreting customer requirements
* Persuading clients that a product or service will best satisfy their needs
* Calculating client quotations
* Negotiating tender and contract terms
* Negotiating and closing sales by agreeing terms and conditions
* Offering after-sales support services
* Administering client accounts
* Analyzing costs and sales
* Preparing reports for the managers
* Meeting regular sales targets
* Recording and maintaining client contact data
* Coordinating sales projects
* Supporting marketing by attending trade shows, conferences and other marketing events
* Making technical presentations and demonstrating how a product will meet client needs
* Providing pre-sales technical assistance and product education
* Liaising with other members of the sales team and other technical experts
* Solving client problems
* Providing training and producing support material for the sales team
* Dealing with technical queries from hospitals and GPs and giving advice on new equipment;
* Testing and maintaining clinical equipment;
* Training technical or clinical staff;
* Investigating safety-related incidents;

**Jul 2007 to Apr 2008**

Job Title: **Bio-medical Engineer**

Employer: Hospital of Baraha Medical City, Khartoum, Sudan

Job Description:

* Help develop artificial organs, diagnostic equipment, and patient care procedures;
* Managing an organization's medical equipment;
* Administering the computer systems that process equipment data
* Overseeing service contracts;
* Ensuring equipment works safely and effectively;
* Testing and maintaining clinical equipment;
* Training technical or clinical staff.

**Professional Membership**

* Sudan Engineering Council, Designation Number
* Sudanese Engineers Union (SEU)
* Sudanese Engineering Society (SES)

**Achievements**

* Organized IBS Culture Night, Malaysia (2013 and 2014)
* Winner of the *Best Business Model*, Venture Creation Competition, IBS, Malaysia 2013
* Winner of (*Best Speaker*) English Cultural Centre Debate, Sudan (2007, 2008, and 2009)

**Fields of Interest**

* Technology Management and Innovation
* Business Development

-References available upon request-