***AHMED MDKHANA***

**Contact Information**

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| Dubai, United Arab Emirates |  |

**Career Objective**

### To obtain a challenging career as Sales Manager Position / Business Development Position with a company that is seeking growth and development. To apply my abilities towards career advancement based on the caliber of my production.

**Personal Information**

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| **Nationality:** | **Guine Bissau** |
| **Resident of:** | Dubai, United Arab Emirates |
| **Birth date:** | April, 1st, 1969 |
| **Gender:** | Male |
| **Marital Status:** | Married |

**Professional Experience**

**June.2015- Present:**

**Sales Manager,**

Focusing on: **Modern Trade Segment & Corporate Sectors**.

Efficiently managing the day-to-day sales plans and fulfilling its needs through CRM & performance management.

Analyzing and assessing distributor’s performance, identifying their strengths, weaknesses and complying distributors to meet targets

Link the new Tier 2 with Tier one to have better achievements

Manage business development initiatives, sales campaigns & cross selling initiatives to maintain and develop relationships with customers.

**Oct. 2013-May.2015**

**Business Account Manager (Projector Business).**

**Epson Europe Middle East Office**

**Dubai.**

Looking after the Visual Instruments (Projectors Range, Epson Label Works Range & Movario Range)

In the Middle East.

Travelling to the GCC to establish good relation with the end users & link them with Tier 2.

Focusing on: **Hospitality Segment, Education & Corporate Sectors**.

Efficiently managing the day-to-day sales plans and fulfilling its needs through pipeline (Funnel) & performance management.

Analyzing and assessing distributor’s performance, identifying their strengths, weaknesses and complying distributors to meet targets

Link the new Tier 2 with Tier one to have better achievements

Manage business development initiatives, sales campaigns & cross selling initiatives to maintain and develop relationships with customers

**March. 2010 - Regional Sales Manager MEA**

**Oct. 2013 Specktron Middle East JLT (Almoe Group/ Epson).**

**Introducing & creating demand for Specktron Brand (Projectors, Interactive White Board, LED Interactive Panels and Visualizer).**

Promoting educational items (such as E Blocks System, Storyphones)

Dealing with the Ministry Of Education across the Middle East & Africa where we have done good business with them through our partners.

Travelling to the Middle East, Africa & Iran to develop the business & assign partners in each country. Where I have strong network of contacts to develop the business.

Leading Promoting the Audio Visual Products with the leading corporate accounts such as MOE, ADEC, Oil & Gas Co.’s. Abu Dhabi Police, Dubai Police, Dnata, Sharjah Airport, Government Of Sharjah, Government Of Ajman, Municipalities in Abu Dhabi, Dubai, Sharjah & Al Ain, UAE University, SHJ University, SHJ American University…..etc.

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| **May. 2005 – March 2010:** | **Sales Specialist Consumer Division** **3M Gulf LTD**. United Arab Emirates  **Promoting: Post-it Notes, Scotch Tape (Adhesives), Nexcare (Bandages) and Scotch Brite (Cleaning Range), 3M Privacy Filter & 3M Visuals (projectors).**   My role started to develop the business from different Sectors:    **Trade Sector**: To Make sure all of our products are well displayed on the shelves.  **Mass Market**: To make sure our listed products are well displayed & the prices are controlled in A, B & C class customers such as Carrefour, Union Coop. A/D. Coop., Giant, Lulu, Madina S/M., Talal S/M., Al Safeer….etc.  **Government Sector:** Etisalat, Abu Dhabi Airports Company (ADAC), Civil Aviation, Air Force & Air Defense, Emirates Identity Authority, Finance Department, Department of Planning & Economy, ADWEC, WAM, Emirates Media, Privet Departments, Abu Dhabi Police, Abu Dhabi Investment Authority (ADIA), Abu Dhabi Tourism Authority, Dubai Police, Immigration Dept….etc.  **Oil Sector:** ADNOC, ADCO, ZADCO, ADMA, GASCO…etc.  **Private Sectors:** Injazat, Thales, ABB, British Petroleum, Booz Allen Hamilton, Deloitte & Touche (M.E.), Jacobs Engineering…etc.  **Financial Sector:** Banks, Dubai Financial Centre.  **Countries: Looking After** **Oman, Yemen, Iraq, Libya & UAE.**  **Achievements:**    **Yemen, Iraq & Libya:** It was challenge to me to improve the business from scratch; I took the initiative on my own to manage getting the right contacts & assigned partners in each country. That gives us extra business of almost $ 450,000 which is about 10% above my manager expectation  **UAE:** improved the business to have better presence & availability which is within 5 years I’ve done 50% improvements. |
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| **Jan 2000 –2005:** | **Area Sales Manager Rotring Brand (including the high value pen) (Middle East & North Africa).**  **Scholar Stationery llc.**  **Agent of Rotring, Sanford (Writing Instruments), Info Notes.**  Improving the business in GCC especially with Carrefour, Union Coop., Lulu, and Panda…etc.  **Achievements**: 80% improvements more than the assigned targets.  Exploring new markets such as Sudan, Ethiopia, Libya, and Algeria…etc.  That gave us strong presence and more market shares. |
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| **Aug 1994 – Nov 1999:** | **Product Manager**  **Hoshan Pan Gulf**  One of the leading Stationery Co. in the Gulf. Agent of Uniball, Pentel, Steadtler writing instruments.  Handling Office Products such as: Laminating, Shredder & Binding Machines.  **Achievements: Strong presence in Lower Gulf which gives us more than 200% more than the management expectation.** |

**Education**

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| **Aug. 1988-June 1991:** | **Ajman University College, Ajman, UAE** Computer Science: High Diploma |
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**Skills**

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| **Business Knowledge:**  Sales, Economics, Marketing, Management. |
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**Languages**

| **Language** | **Level** | **Years practiced** | **Last used** |
| --- | --- | --- | --- |
| Arabic | Expert | More than 10 years | 1 month or less |
| English | Expert | More than 10 years | 1 month or less |

**Job Seeker First Name / CV No: 1798686**

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