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| **Ali**  [**Ali.331580@2freemail.com**](mailto:Ali.331580@2freemail.com)  **Sales Director** | | | C:\Documents and Settings\Tiger\Desktop\Ali Badr\13-DEC-2010\20101017160526_00001.jpg | | |
| Profile Summary  Offering 25 years of experience in Office Automation, Life and Health Insurance and FMCG with skills in IT. Experienced in increasing sales revenues, exceeding targeted sales goals, developing profitable & productive business relationships and building an extensive client base; appreciated for accomplishing multi- fold revenue increase. Expertise in Business Selling (B to B and B to C activities). Successfully launched and managed global brands in Consumer Durables industry. Leader & Organizational Change Agent; highly successful in driving revenue and profit gains as well as improving the organizational productivity and performance; proven track record of sustaining revenue/top line growth in dynamic and changing markets. Enhanced organizational reach and market share through the application of robust strategies, effective pricing and excellent client relationship management. An impressive communicator with honed interpersonal, team building, negotiation and analytical skills.   * Education * B.Com. from Faculty of Commerce, Ain Shams University in 1987 Cairo – Egypt   Key Skills   |  |  |  | | --- | --- | --- | | P&L Management | KPIs Management | Customer Relation Management | |  |  |  | | Business Strategy & Execution | New Business Development | Strategic Alliances & Partnerships | |  |  |  | | Profit Centre Operations | Time Management | Team Building & Leadership | |  |  |  |   career24x24icons Career Timeline | | | | | |
| **Sales Director,** Total Solutions Co., Abu Dhabi – UAE - (office Automation)  **Sales Director**, National Printing Centre (NPC & NTC )- UAE – (Office Automation)  **Sales Manager**, ALICO - Egypt - ( Life Insurance – Health Insurance )  **Sales Manager ,** AL Jeraisy Group - K.S.A - (Office Automation)  **Sales Supervisor,** Binzagr Co.- KSA - (FMCG)  **Sales Consultant,** ALICO - Egypt(Life Insurance – Health Insurance) | **Oct. 2010 - Present** | |
| **Jul. 2006 – Sep. 2010** | |
| **Jul. 2003 – April 2006** | |
| **Sep. 1999 – Jun. 2003**  **Sep. 1993 – Aug. 1999**  **Sep. 1989 – Aug. 1993** | |
| exp24x24icons Work Experience  Total Solutions – Abu Dhabi & Al-Ain  The Company: An Office automation solutions provider company dealing with Canon Photocopiers and  Printers, Canon Digital Printing Solutions for wide format Printing, Samsung MFP  Duration : October, 2010 Up To Date.  Designation : Sales Director (Abu Dhabi and Al-Ain)  Reporting to : The Owners  **Role:**   * Spearheading a team towards annual revenue growth; planning & executing comprehensive sales strategy for achieving success, maximizing growth & profits across overall General Administration profiles spanning various departments including Tech., IT, Sales, Purchase, Accounts and HR. * Nurturing a well-balanced, diverse focused team through recruiting, selecting, motivating and training, Establishment of sales objectives by forecasting and developing annual sales quotas for regions and territories, projecting expected sales volume and profit for existing and new products. * Increasing market share in existing markets, and identifying & reporting new business opportunities in target markets, maximizing new business development opportunities * Achieving targets for revenue, profitability and sales growth, supervising profit & loss. * Supporting the overall process of management and corporate decision making for ensuring the organization maximizes its short, medium & long-term profitability and shareholder returns. * Impacting organization profitability through effective strategic & tactical management decisions and new business development * Set and achieve Key Performance targets for: sales, delivery, cost, expenses and other measurements   of operational performance. | | |
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| National Printing Centre Co.(NPC&NTC)– Abu Dhabi & Al-ain Branches  The Company: An Office automation solutions provider company since 1969 dealing with Canon photocopiers  and Printers, Rowe and Oce Digital Printing Solutions for wide format Printing, Samsung MFP.  Duration : Jul. 2006 To September,2010.  Designation : Sales Director (Dubai - Abu Dhabi and Al-Ain)  Reporting to : The General Manager  **Role:**   * Achieved set revenue budget and worked with the General Manager for preparation & implementation of annual operational plan and development of field sales action plan with business management. * Determined annual gross-profit plans by implemented marketing strategies, analyzing trends and results. * Maintained sales volume and selling price by keeping eyes on Market changes trends, economic indicators, and competitors. * Directed and Contributes to team of sales managers and key account managers towards achieving target. * Maintained professional and technical knowledge by attended training and educational workshops. * Established strong relationship with clients and adding value to the business by providing a high standard of technical expertise & advice while protecting the company’s image. * Spearheaded all the branch aspects and various departments including IT, HR, Sales, Accounts and Technical by scheduling and assigning manager for each dep. following up on work results. * Supervised income & expenses managing P&L with keen eyes focused on KPIs. | | | |

ALICO Insurance – Cairo Egypt.

The Company: Life and Health Insurance (A part of American International Group - AIG).

Duration : Jul. 2003 to Apr. 2006.

Designation : Sales Manager

Reported to : The Regional Manager

**Role:**

* Led & supervised a team of professional l to achieve individual and team targets.
* Managed Sales strategy by recruiting and developing network and own sales team.
* Recruited qualified staff and implemented & executed sales strategies and Sales plan.
* Provided coaching & developed the Front Line Sales Team by attending sales meetings and sales training
* Built & developed strong relations with major customers, established personal networks and participated in professional societies.
* Developed and Led team performance.
* Analysed the market research and utilized the information for marketing purpose.

AL Jeraisy Group - K.S.A

The Company : An Office automation solutions provider company dealing with Konica, Ricoh, Mita

Photocopiers and Digital Printing wide format A0 Copying. IBM computer and office furniture.

Duration : Sep. 1999 to Jun. 2003.

Designation : Sales Supervisor promoted to Sales & BDM.

Reported to : Regional Manager

**Role:**

* Identify new business opportunities and expand current client database.
* Establish and maintain a consistent level of communication with new and existing customers to ensure highest customer satisfaction.
* Following up customers with excellent communication, Achieving targets, through providing a high standard of technical expertise and advice.
* Organize and conducted Seminars for enhancing the Product knowledge and selling skills for sales team.
* Managed and led a team of sales toward achieving targets
* Analyzed the market research and utilized information for marketing purpose
* Explored new business opportunities across the region.

Binzagr Co. (Agent Of Unilever Co. in K.S.A.)

The Company**:** FMCG (Personal Care Products – Home Care – Food & Beverage )

Duration **:** Sep. 1993 to Aug. 1999.

Designation **:** Sales Supervisor promoted to Assistant Sales Manager.

Reporting to **:** Sales Manager

Key Responsibilities :

* Achieved Revenue Budget set and agreed with the Management. Consistently exceeded sales quota and increase sales revenue.
* Supervised relationship with Major Accounts, Channels and distributors.
* Maintained hands-on responsibility for cold calling to initiate and develop new business opportunities.
* Positioned the company as the major distributor of the Consumer Goods Products.
* Developed technical Training based on business & requirements understanding
* Based on track record of achievements, I was assigned in 1995 as “Assistant Sales Manager. The main focus of responsibility was to provide leadership and handling of Major and Large Accounts for promoting the sales of Unilever products and Reporting to the Sales Manager.

IT Skills

* MS Office
* Internet Applications
* Windows OS

Trainings

* Business Selling Skills with ALICO in 1989
* Sales and Marketing Training with ALICO in 1990
* Timeshare sales and marketing skills (Hassan Dorra Group) 2003 - 2004
* ROWE Large Format Solutions (Professional Sales Training) from ROWE, Germany in 2009
* CANON Printing Solutions with CANON in 2010
* SAMSUNG Printing Solutions from Samsung Gulf in 2014

Personal Details

**Languages Known:** Arabic & English

**Nationality :** Egyptian

**Marital Status :** Married

**No. of Dependents:** 2

**Visa Status :** Employment Visa

**Driving License :** U.A.E and Saudi