**QUALIFICATIONS SUMMARY**

Action-oriented person who lives for the future by making every moment count, with 10 years experience as sales, account manager various brands across the Middle East within the lighting industry.Tends to see the environment as welcoming, challenging and exhilarating. Prepared to constantly defend any stance or position he may have taken. Through strong leadership skills benefit from learning and applying time management and personal organisation skills

**EXPERIENCE**

# Spaces & Concepts

# Sharq, Kuwait May 2016 – Oct 2016

**Sales Director.** Managing lighting projects department, dealing with different international brands to cover lighting projects application, lead sales team, per sales team and consultant specification team.

* Restructure and build a Sales Team to active target in lighting project of 3 M KD.
* Business plan strategy for projects department to insure high achievement of revenue
* Increase supplier network, contact many different international lighting company
* Originated Marketing activity

# Schréder Gulf

# Dubai, United Arab Emirates Jan 2014 – Jan 2016

**Area Sales Manager.** Managed the distributors network for outdoor lighting systems and led marketing and sales activities in UAE, Kuwait and Oman. Built strategic relations with government sector, engineering consultant offices and direct sales partners.

* Got approvals from the government entities, which enabled to launch company products in the new markets: Kuwait and Oman.
* Led electrical engineering projects and achieved sales target on deadlines.
* Opened six new key government accounts in Oman and three in Kuwait generating revenues of € 1 million.
* Achieved 40% sales increase by launching products in three new segments (illumination, campus and sports).
* Acquired three new partner companies, trained their staff for Schréder specifications and reached sales targets of € 400 thousand.
* Managing the per- sales Team

# Philips Lighting Middle East & Turkey

# Dubai, United Arab Emirates Jan 2010 – Dec 2013

#

**Regional Sales Manager.** Drove business development activities in Kuwait & Oman for the lighting products for outdoor and indoor segements. Reported to GCC Sales Director.

* Acquisition of new 12 key accounts in education, oil & gas and government sectors.
* Expanded revenues by € 7 million within three years (starting amount was € 1,5 million in 2009).
* Build outstanding relationships within the exclusive distributor contracts: Al Ghanim Industry and Mustafa Sultan Electrical, main players in lighting industry in Kuwait and Oman market.
* Increased Phillips presence in three major segments: indoor (office facilities, healthcare and industrial services), outdoor (roads and urban, sport and façade lighting) and retail & hospitality.
* Maintained high standard of sales pipeline tracking and timely delivery of sales reports & forecasts.

# Thorn Gulf L.L.C.– Kuwait

# Area Sales Manager, Kuwait Nov 2009 – Sep 2010

* Annual revenue target dependent on customer, pipelines and previous experience
* Quotes to order conversion rate of at least
* Customer relationships – Build outstanding relationships with customers
* Project management – Effectively manage and deliver lighting projects
* Reports and records – Maintains a high standard of record keeping and reporting
* Delivering performance – Consistently achieves performance targets
* Self-development – Frequently undertakes personal development activities

**Alghanim Industre – Project Engineering Group - Kuwait**

**Sr.Sales Engineer Nov 2006 - Nov 2009**

* Analyses, update and own all allocated accounts for sales generations.
* Ensure order booking at budgeted margin and sales in the line set targets.
* Establish excellent relationship with the exciting customers and project consultants
* engineer.
* Prepare costing sheet (price and validity etc...)
* support in terms of special outdoor/indoor lighting requirements and generation of
* technical specifications.
* Provide on time delivery and job closing and follow up with payment collection

**EDUCATION**

**Executive Master of Business Administration (EMBA) Expected August 2017**

HULT International Business School | Dubai, UAE

**Bachelor in Electrical Engineering August 2005**

October 6 University | Cairo, Egypt

Specialization: Electronic Communication Engineering

**TECHNICAL SKILLS AND EXPERTISE**

Lighting - Key Account Management - Business Development - Project Management –

Product Marketing - Sales Management - Sales Operations Pricing - Forecasting –

 Account Management - Team leader

**COURSE HIGHLIGHTS**

* Leadership skills
* Excellence in customer experience workshop.
* Customer Service
* Communication Skills
* Sales Skills
* Time Management.
* Negotiation Senior Skills
* Key Account management
* M2O Excellence Program: Solution Selling Training
* Antitrust
* Data Protection and Privacy

**Additional Information**

**Date of Birth**: 28th Dec,1982

**Nationality:** Jordanian

**Languages:** Arabic (Native), English (Fluent)

**Work Authorization**: Kuwaiti Working Vise, UAE Student Vise