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Executive Profile

 Sales & Business Development expert with hands-on senior operational leadership, proven ability in proactive leadership to drive change in a multicultural matrix environment and thinking in multiple dimensions and several steps to solve complexity and utilizing corporate resources to drive and deliver financial and business growth

Professional Experience

United Arab Emirates DEC 2015 – Present

MENA Business Director reporting to the CEO

* Developed 4 market entry strategies corresponding to clients’ reality.
* Processed End-to-end mergers & acquisitions, from target finding to negotiation and integration.
* Provided Commercial support, market research, RTM optimization, training to improve market access
* Suggest Value enhancement program based on a 100 days’ action plan to increase company attractiveness

**1)** GCC Business Development Manager: Reporting to MENA Director

 Reasons for leaving the job: Major company restricting:38% general - 47% Senior Regional

 restructuring

* Reviewed failing business structures and implemented significant strategic changes,
* Developed new business accounts & set plans for long term business growth.
* Rolled-out products, developed customer’s relationships managed Key accounts.
* Negotiated Contracts & Initiated business in new Three markets and assigned the reliable distributors and set the best GTM.
* Restructured the portfolio assortment and price structure and initiated market support strategies which was reflected in highly profitable growth.

**Achievement:** Business growth Turn around: 74% organic sales growth with 28% EBIT.

2) GCC - Syria Sales Director UAE/GCC - Syria Reporting to the GM

Promoted to Business Development Manager

* Restructured Sales functions: Sales force, Demand Planning, Trade Marketing
* Re-negotiated all existing agreements while restructured new distributor’s contracts to utilize performance.
* Prepared Business plans. And set related budgets to achieve 100 M€ Net Sales & 18% Organic Sales Growth while managing 34 M€ budget.
* Chaired Director’s meetings, presented P&L assessment and reached 24% EBIT.
* Segmented trade and clustered the portfolio to optimize region/channel performance and enhance the ROI.
* Enhanced the Demand planning accuracy up to 91%. And set sales KPI’s (Key Performance Indicators).
* Handled market research (Clients, Demand, Competitors, Trends, Shopper marketing).
* Conducted cross functional team training and Reduced employees turn over by 65%**.**
* Brought Market share from 12% to 32% in 3 years**.**

**Achievement:** MENA #1 Organic Sales growth in 2011: 34%. Henkel Global #1 Sales Growth/2012: 52% despite of the war crises in the country.

* Managed Key Accounts and negotiated contracts at Hot spots & High traffic outlets.
* Developed, executed, and performed all plans to increase presence and ultimate off take.
* Lead efforts to leverage the Brand Positioning.
* Worked closely with Marketing to improve Product Development activities.
* Planned and executed trade marketing calendar and tailor made promotions.
* Implemented and coordinated campaigns and product launches and special events.
* Sourced all related marketing material i.e. POSM, hardware.
* Coached team on the Plan-O-Gram. Analyzed pricing, costing with regards to the competitors and recommended suggestive Category Management to the clients.
* Automated the sales invoicing via implementing the usage of the Hand Held. designed the back-office reporting & Implemented the S.A.P project in the GCC & Levant markets.

**Achievement:** Almost doubling the business growth on annual bases: achieved 425% growth in 6 years.

 Brought Syria from #6 position to #2 position in 2006 across MENA markets.

 **INCOCO -** Syria Jan 1990 – Dec 1999

Business Development Manager

* Responsible for all machineries sales and marketing activities at the National level.
* Identified potential opportunities, worked cohesively with customers to drive new business
* Attend industry related conferences and trade shows “ITMA”

Skill Highlights

Project management Sales Analysis Communication skills

Market research and analysis Product development Training & Developing

Business Development Product line expansion Vision & Planning

P&L Management Forecasting Cross functional communication

New product launch Negotiations Expert Self-motivated

Client account management Organization Restructure & Change

Education

Bachelor: Business Administration 1982 – 1988

Languages

Arabic: Native Tongue – Spoken, Read, Written

English: Business - Spoken, Read, Written

IT Skills

 Windows, MS Office,

Certified Courses

1. Store War (Best options to steer business) September 2013 Dubai
2. Category Management June 2012 Lebanon
3. Key account management/Customer profitability March 2011 Dubai
4. Distributor Management May 2010 Lebanon
5. SAP Implementation: May 2007 – June 2008. GCC
6. MCP: Managing Customer Profitability: December 2006/Dubai
7. Communication Skills August 2006 Lebanon
8. DMBP: Distributor Management Best Practice: November 2005 Syria
9. The 7 Habits for highly effective people: May 2005, Dubai
10. Developing People: June 2005/Syria
11. FMBP: Filed Management Best Practice: April 2005/Jordan
12. Thunderbolt Thinking/Innovation Fundamentals: October 2004, Syria
13. Emotional Intelligence at Work September 2004/ Syria
14. CMBP: Customer Management Best Practice: February 2003/Dubai.
15. Advanced Sales Principles: September 2003/Lebanon
16. Sales Principles: June 2002/Syria