**Amer**

**SALES MANAGEMENT / BUSINESS DEVELOPMENT FOR (B2C) DISTRIBUTION, INDIRECT RETAIL AND MODERNTRADE CHANNEL/KEY ACCOUNTS**

**AND ENTERPRISE BUSINESS MANAGEMENT (B2B)**

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# Jordanian Nationality, UAE Residency Visa

Born in Kuwait, 27thDecember 1976

** QUALIFICATIONS SUMMARY**

A highly qualified senior sales executive, with more than sixteen years of experience in the sales and operations arena in the telecom working for various organizations in different countries including Zain (Jordan), Etisalat OPCO (Sudan), Ooredoo (Kuwait), du (UAE), WiTribe (Jordan), and Ericsson (Saudi).

I have a solid experience in startup operators such as Etisalat OPCO in Sudan, and WiTribe in Jordan. My current experience in du as Senior Director Key Accounts (Partners Outlets) enhanced my experience and profile in the retail and channelsareas, where I have developed new profile in the sales channels such as shop in shop, and promoters model besides developing partners and POS commission schemes embedded within implementing Market Place platform

I have also an experience utilizing my engineering background in presales and sales of data and voice internetworking products and managing large enterprise accounts represented throughout my work experience in Saudi Ericsson

**OBJECTIVE**

To continue my career with an organization that will utilize my expertise, creative mind-set and the vast knowledge I have gained in Middle East and Africa as well as strong interpersonal and communication skills.

Furthermore, I am looking for open, enthusiastic environment, where I can implement my huge motivation and my willingness to drive for excellence, to benefit mutual growth and success

**AREAS OF EXPERTISE**

* Sales management
* Distribution channel management
* Indirect retail and modern trade channel management
* Partnership management
* Mass market management
* Sales strategic planning
* Commission design
* Budgeting and forecasting
* Business development
* Key account management
* Enterprise business management
* Business development
* Team management

 **EDUCATION AND CERTIFICATES**

Princess Sumaya University for Technology (PSUT) Royal Scientific Society September 1999

Amman, Jordan

* Degree: Bachelors - Electronics Engineering
* A member in the Jordanian Engineering Association-

 Electrical Department.

* Certificate in Networking Essential, from a Microsoft certified center.
* Certificate in networking administration, from a Microsoft certified center.
* Certificate in networking workstations, from a Microsoft certified center.
* Sales Certificate in Ericsson BP 250 Small to Medium sized voice solution.
* Professional selling skills certificate from Meric Training and consulting.
* Professional presentation skills certificate from Meric Training and consulting.
* Marketing orientation workshop certificate from Meric training and consulting.
* Sales planning &territory management certificate from Meric training and Consulting.
* Modern telecom explained.
* Performance review-a step towards effective leadership.
* Time management.
* Driving world class sales excellence.
* Certified target selection program.
* Telecom Mini MBA.
* Target Selection, interviewer certificate.
* Directors development program: advanced leadership, negotiation and influencing, powerful presentation skills and strategic planning

**PROFESSIONAL EXPERIENCE**

**** February 2014 –November 2016

UAE-Dubai

**Senior Director Key Accounts (Partners Outlets) –Indirect sales Channel-Commercial Division**

du is the second Operator after Etisalat in UAE, offering mobile and fixed telephony, broadband connectivity and IPTV services to consumers, homes and enterprise. In addition to providing carrier services, data hub, internet exchange facilities and satellite services for broadcasters.

**Responsibilities:**

* Managing a team of 64 employees between promoters, team leaders and Senior sales managers
* Developing the relation with dupartners ( A total of 6 partners,petrol stations and 6 key accounts)
* Developing the relation with modern trade and key domestic retailersallover UAE
* Assuring theachievement of partnership & distribution department team through a perfect acquisition of all the continuous developed products and services through partners retail and modern trade channel
* Developingprogram of coaching, and training fordu and the partners sales team
* Assuring high level of control and visibility over the partners retail and modern trade network
* Responsible of increasing brand visibility over the partner and modern trade retail network
* Enhancing the retail foundation of du throughpartners and modern trade outlets
* Building the department budget and KPIs monitoring
* Projects assigned by EVP of Commercial utilizing my background in distribution and mass market :
	+ Managing partnership & Indirect Distribution channel retail department strategy
	+ Designing and implementing du Indirect Distribution Strategy through Partners
	+ Developing channel programs and market place platform to assure dominating the value chain of distribution and retailing, and to assure the best customer experience
	+ Developing and launching SIM vending machines which accommodates all prepaid services and postpaid bill payments

 February 2010 - Feb 2014

Kuwait

**Director -Dealership and Indirect Distribution channel (Reporting to CCO)**

Ooredoo (aka Wataniya Telecom)in Kuwaitoperating since 1999 as the first privately owned operator in Kuwait. Ooredoo is a customer driven company aims to provide product and service excellence with major focus on customer satisfaction

**Responsibilities:**

* Managing a team of 13 regional salessupervisors & Account managers
* Managing Dealership & Indirect Distribution channel department strategy
* Designing and implementing Wataniya’s Indirect Distribution Strategy
* Developing channel programs and market place platform to assure dominating the value chain of distribution, and to assure the best customer experience
* Controlling sales for more than 1000 sub-dealers
* Implementing Dealers commission structure
* Developing the relation with Wataniyapartners (A total of 16 dealers/distributors)
* Managing daily distribution for alldistribution channels, assuring the availability, controland visibility of Wataniya products and merchandising items at all channels under the consideration of Wataniyaobjectives and required targets
* Assuring theachievement of dealership & distribution department team through a perfect acquisition of all the continuous developed products and services
* Responsible of coaching, training and developing the sales team, cascading the knowledge to sub dealers and dealers channel
* Responsible of increasing brand visibility over the distribution network
* Developed pointing system and retention incentive for distributors, and alternative channels
* Enhancing the distribution foundation of Wataniya.
* Ensuring full coordination with other departments within Wataniya, mainly Marketing, Sales and Technology
* Building the department budget and KPIs monitoring

**** February 2008 – Dec 2009

Amman-Jordan

**Sales Director (Reporting to CEO)**

Wi-tribe was the first broadband internet Wi- max service provider in Jordan launched in 2008

**Responsibilities:**

* Managing a team of 22 regional salesdevelopers and retail agents & 3 sales managers
* Setup the sales division strategies and Sales Team objectives; follow-up on implementations.
* Recommends sales strategies for improvement based on market research and competitive analysis.
* Work closely with marketing to feedback customer information to the communication and product development processes.
* Ensure high quality of sales that leads to low churn.
* Sets the targets and quotas for all sales sections & regularly review progress in achieving targets.
* Set the commission scheme and amend based on market needs.
* Ensure providing high standards of services to customers through sales channels.
* Sales plans which reduce bad debts.
* To look for and grasp potential sales opportunities
* Review sales reports submitted by subordinates, analyze, and provide recommendations to top management.
* Manage any potential conflict in different sales channels.
* Maintain good PR with major clients; ensure high level of customer satisfaction.
* Duties and responsibilities outlined may vary over time and are subject to management review and amendment
* Building the department budget and KPIs monitoring

**** May 2006 -Jan 2008

Amman-Jordan

**Indirect retail sales manager (Dealership sales & Distribution Channel Manager) reporting to Chief Sales Officer:**

**Responsibilities:**

* Managing a team of 10 regional salessupervisors & team leaders.
* Managingsales for more than 2000 sub-dealers.
* Developing the relation with Zainpartners (A total of 19 dealers).
* Managing daily distribution for alldistribution channels, assuring the availability of Zain products and merchandising items at all channels under the consideration of Zain objectives and required targets.
* Implementing the concept of Zain service centers, providing services beyond sales. (Managing a total of 5 business developers and supervisors).
* Assuring theachievement of indirect retail department team through a perfect acquisition of all the continuous developed products and services
* Building the department budget and KPIs monitoring

****July 2005- 20 April 2006

Khartoum-Sudan

Canartel is the 2nd fixed line (CDMA) and Broad Band License in Sudan, part of Etisalat Group and was launchedback in 2005.

**Senior Accounts Manager:**

**Responsibility during project phase:**

To work close with sales team members from Etisalat to developthe sales department and arm of Canratelby:

* Recruiting along with HR, good KAMs to handle Key Account customers.
* Implementing all related sales processes along with the interaction with all Canar concerned departments.
* Researching the market investigating about demanded services, and important sectors along with the marketing department.
* Creating sales department road map and goals.
* Creating corporate sales departments manual and commission scheme
* Selecting and appointing distributors

**Responsibilities during operational phase:**

* Develop and manage key account sales commensurate with segment management’s goals and objectives.
* Develop, grow and manage contacts with key personnel in strategic accounts as defined and developed in Segment Strategic and Tactical Plan.
* Maximize growth of revenue in the assigned segment.
* Develop key account sales projections (quarterly, yearly) and monitor key account revenues.
* Grow the business of the segment by providing focused selling efforts on strategic and key account opportunities.
* Research and develop account profiles and organizational "maps" of key accounts crossing into multiple regions.
* Understand and anticipate key account strategies.
* Master the basic capabilities of CanarTel solutions for market segment.
* Maintain contact with and visit key personnel at key accounts at least once a month.

**** January 2000 – June 2005

Eastern Province - Saudi Arabia

**Projects & Key Accounts Sales Engineer**

Working as a member in projects & Key Accounts Sales Team at Ericsson, Selling Ericsson Systems & Solutions, DECT (Digital Enhanced Cordless Telephony), Data switch (Memotic& Cisco), Speech Recording systems & Paging “ BLEEP “ system solutions in a huge business Scale for the whole Kingdome. (Bonus Scheme). I joined Ericsson as sales engineer and then I got promoted to senior level managing large accounts.

**Responsibilities:**

* Study and analyze customer’s requirement to build the design and recommend the right equipment and solutions needed for a key account customer.
* Prepare the commercial proposal for the end-user (pricing of Ericsson solution as well as third party equipment if required).
* Negotiate with customers to complete deals.
* Investigate and resolve customers’ problems during sales process in order to keep the customer satisfied according to Ericsson standards.
* Open new sales channels for Saudi Ericsson with key account customers.
* Sellingannual maintenance contracts.



**KEY ACCOMPLISHMENTS AND CONTRIBUTIONS:**

* Strong business development, pre-sales and key account management experience, breaking competition exclusivity of many major accounts in Saudi Arabia while working with Saudi Ericsson. Examples include winning deals in governmental sectors such as Saudi Electric Company, SABIC, Saudi Police departments and Royal palaces all over the kingdom. This was achieved by identifying right solutions, bid compliance management, closing the deal and providing after sales service contracts.
* Increased customer base, revenue and market share in all operators by 5% in du and 15% in Ooredoo respectively, via managing partners’ channels efficiently and effectively. I have assured a win-win situation by driving the channel through a well- structured commission scheme.
* Improved the distribution reach of 3,500 point of sale, developed channel programs to assure dominating the value chain of distribution and retailing, and delivered the best customer experience journey, by setting up a proper structure, development and training programs, rewarding programs commissions and communication tools. This was achieved through implementing a Market Place platform and a structured retail commission scheme.
* Led Wi-tribe direct, retail and indirect sales team, being the top selling internet Wi-max service provider within the coverage zone as per Arab Adviser published 2008/2009 reports, competing with 12 ISPs in Jordan.
* Penetrated the southern region of Jordan which was dominated by main zain competitor via building a direct relationship with local wholesellers. This led to strong product availability and brand visibilty on more than 500 PoS.
* Implemented an innovative e-registration process at du (my acievements were built into a case study by HP) for document management and activation seamless & paperless across the entire channel including partners retail, modern trade channel, gas stations and exchange houses.
* Developed and launched SIM vending machines which accommodates all prepaid services and postpaid bill payments. This enhanced the customer touchpoints, reduced retail queues and allowed for efficient and quick customer service.
* Introduced a direct communication and commission payment model for the trade, leading to great cash flows and market share gains in Jordan, Kuwait and UAE (Directly reaching the POS / Sub dealers).
* Launched telecom operators, such as Wi-tribe Jordan and Canar (Etisalat OpCo in Sudan). I was also a major player in the strategic re-branding plan from the old brand ‘Fastlink’ to the new brand ‘Zain’ in Jordan, converting the old brand to new brand for more than 3500 PoS.
* Successfully launched 107 Shop in Shop all over UAE and through du partners and modern trades, hence enhancing the brand visibility and converting PoS to be PoS and service. This was demonstrated in Axiom outlets and UAE modern trades (i.e. Lulu, Carrefour, Jumbo, Eros, etc…). The average annual revenue generated from the Partner and modern trade channel retail business.wasAED 600 million.

**PROFFISIONAL ATTRIBUTES**

* Excellent computer skills
* Languages:
* Arabic : Mother tongue language
* English: Fluent
* Team Building, Leadership, Negotiation, Logistics, Analytical Thinking & Creative Problem Solving
* Professional in Creating & Implementing Commercial strategies, roadmaps & Processes
* Technical &HR Management, Contractual & Corporate Negotiations, Deal closing.
* Structuring Commission Schemes That Motivates & Control Sales Channel Team & Corporate Partners.
* Expert in Retailing and Partners Management
* A high standard of professionalism in my work
* Ability to remain calm and objective in all situations
* Ability to quickly identify and resolve problems
* Ability to work autonomously, in an International Team environment
* Exceptional analytical and problem solving skills
* Strong communication skills
* High willingness and initiative for driving to excellence
* Focus on understanding business needs to bring efficiency and growth
* Strategic Thinker, capable problem’ Solver
* Efficient Decision Maker
* Open – minded, supportive, very cooperative
* A good sense of humour and the willingness to be part of a team
* High initiative for driving to excellence

**REFERENCES**

Available upon request