Summary: A highly skilled sales professional with experience working in the Middle East managing distributors and retailers and capable of winning and managing key accounts and generating businesses, self-motivated with the ability to work autonomously and with a team.

 Skills and competencies: Excellent communication, presentation, creative leadership and coaching skills, critical thinking, results driven and persuasive skills, high ethical standards

**Professional Experience**

**Business Development Manager, Kooheji Automotive Group, Manama-Bahrain**

March 2014- Present

**Bridgestone Tier & Caltex Havoline Lubricants**

 Successfully met my targets by implementing long and short term people and sales strategies, by developing solid relationships with existing and potential customers and by closely supporting my team

* Identified new business opportunities through regular contact with potential customers and close analysis of the market
* Established extensive knowledge of industry trends and built accurate forecast of market demand
* Manage the pricing and have always looked for opportunities to improve gross margins
* Kept consistent follow up on payments, customer’s requirements from oil such as 15w40 Engine diesel oil and Grease, Petrol oil and HD oil
* Worked closely with (BTTC) Bridgestone Truck Tyre Centre to verify data
* Ensured superior customer relationships and services while monitoring, evaluating and presenting solutions to potential problem customer/fleet/commercial accounts
* Provide leadership, coaching and training to all personnel in the tire centre. Support efforts of sales personnel profitability while achieving effective utilization of all company assets; growth of sales, profit generation and improvement.

 **Regional Sales Manager, Jumma Al Majid, Abu Dhabi-UAE**

October 2012 – January 2014

 Successfully met my annual and monthly targets by implementing long and short term people and sales strategies, by developing solid relationships with existing and potential key accounts and by closely supporting my team

* Maintained regular contact with Retailers, Brokers and Distributors to ensure a seamless continuity of sales operation
* Provided monthly sales reports, monthly expense reports, and any assigned reports to National Sales Manager in a timely manner.
* Identified and tracked all industry trends and issues natural and retail grocery growth, distributor changes, opportunities, segment variations, etc. Recommend an expedient/appropriate action plan to the National Sales Manager.
* Assisted in sales planning, forecasting, contracts and pricing negotiation

 **Regional Sales Manager Fleet & Retail,** **Riyadh Bank, KSA**

October 2008 – September 2012

* Planned, implemented and achieved the region’s goals and objectives, maximized revenues, and sales.
* Assumed full leadership for cost reduction, and monitored all costs in line with the plans for growth, and increased market share.
* Successfully managed the region’s operations /processes directly, and ensured they follow company’s risk policies, procedures and Saudi Laws and regulations.
* Kept a follow-up and maintain relationships with Government bodies, as well as potential customers, and Exhibition Agencies.
* Recommended and co-ordinated with head office in Riyadh for any recruitment, termination, resignation, and evaluation of any employee matters. deals directly with HR in Riyadh on these.

**Sales Supervisor, Al Rahaf Automotive, Amman-Jordan**

**Used cars**

November 2005 – September 2008

Managed the day to day showroom and sales staff operations while ensuring quality standards of customer service and experience in the showroom, logistics and pricing of vehicles

**Salesman, Logiom Group, Amman-Jordan**

**Used car**

March 2002 – November 2005

**Salesman, Al Haytham Spare Parts, Amman-Jordan**

June 2000 – January 2002

 **Education**

* B.A. Business Administration 1994- 1998

 Jordan University - Amman, Jordan