**WAFA** 

Email: [wafa.359287@2freemail.com](mailto:wafa.359287@2freemail.com)

Nationality: USA ---- Residence: Dubai- UAE

Result oriented manager - Prompt, efficient and dependable – Team player with strong leadership and high negotiation experience.

Experienced in setting up business, managing and sustaining forward growth.

Valuable experience in managing all phases of sales & design development cycles, from prospecting / cold calls through detailed presentations, negotiations to closing and follow-up activities.

**Professional Experience**

**Director of Sales - Arki Group Design Dubai, UAE**

October 2015 – Jan. 2017

* Managed, supervised & supported sales teams in Dubai & Abu Dhabi branches.
* Liaised with architects & designers, (Major A&D firms).
* Marketing & selling full office furniture brands, educational furniture, Hospitality products, outdoors furniture, flooring & turnkey projects.
* Developed & set yearly sales plans & targets.
* Commercial management of brands and international suppliers.
* Formulated and implemented strategies and policies with various department heads.
* Established new business contacts and maintained business relationships to generate business.
* Work directly with main contractors developers in main projects.

**UAE Area Manager - Mascagni S.P.A Dubai, UAE** September 2012 - July 2015

* Developed and set up yearly sales plan and budget- Sales forecasts and reporting.
* Promoted a full range of high quality office furniture.
* Managed client relationships with corporate clients.
* Managed business development and sales cycle from prospecting new clients to conducting sales presentations and closing negotiations
* Liaised with architects and designers - monthly update meetings with major A&D firms.

**General Manager - Steelcase Dealership-Kuwait**

From March 2010 to July 2012

Set up and developed a new dealership –Steelcase International Kuwait based organization, Recruited and managed a team of 15 well motivated sales reps, account managers and project engineers

* Built and developed Design and Projects departments, hiring professional interior designers and consultants to focus on design concepts and full turn- key solutions
* Directly involved in major projects and in all business development activities. Built a strong client base in the market thru public relationship, strong professionalism, support and reliability
* Regular meetings with A&D firms managements, group presentations with design teams, products specifications and support / follow up. Shared technical knowledge to provide client customized solutions

**Regional Manager - Steelcase International Dubai, UAE**

April 2005 – Jan.2010

* Managed Distribution Channel Development, all sales, marketing and support activities in the UAE, Bahrain, Kuwait, Oman, Qatar and Jordan.
* Selected, recommended and set up new dealerships - Managed existing distribution - Developed sales opportunities - Directly involved in developing relationships with A&D communities and all major projects in the territories.
* Provided the dealerships with daily sales support in term of project analysis, product /design solutions, product specifications and presentations, marketing, administrative and pricing support.
* Challenged the dealerships in their routine sales and management processes.
* Upgraded dealership facilities to improve corporate brand image and reflect corporate initiatives and concepts.
* Coordinated and managed relationships with Global Alliance accounts and managed their projects in the territories.
* Provided monthly accurate projects reports and forecasts.

**Sales Manager / Head of Interior Design - Dia Behbehani Kuwait**

August 1998 - January 2005

* Joined as Interior Designer in the office furniture department
* Joined the Design Section preparing presentations and CAD drawings for projects in hand
* Promoted to head the design section – Managed major projects for both residential and office furniture activities
* Managed personnel and cultivate client relationships to generate new business

**Education and Training**

* Bachelor’s Degree of Interior Design / Graphic Design

Yarmouk University- Jordan

* LEED Green Associate
* BPM Training (Business Process Management)
* Al Nuzha High School - Kuwait.

**Group Membership**

* American Business Council.
* Architects & Interior Design Professionals in Dubai, Abu Dhabi/ Northern Emirates.
* Dubai Business breakfast club.
* CoreNET Global – Middle East.
* Dubai Business Network.
* Heels & Deals.

**References** available on request