**FADI**

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# Skills & Certificates

* Managerial skills (sales/closing, marketing, commercial, P/L, pricing, cash cycle, & relationships with customers and principals).
* Wide network of manufacturers, suppliers and customers in diverse healthcare product domains.
* Business development (new, exiting), market awareness (KSA, UAE), customer service/ retention, & contracts (suppliers, distribution, & customers).
* Budgeting, forecasting, negotiation (customers, principals, distribution, others...), business planning &restructuring
* Team leadership skills: communication, teaming, problem solving, decision making, emotional intelligence, influencing, mentoring, team development/ appraisals, & multicultural consciousness.
* Presentation, organizing, prioritizing & time management.
* Sufficient knowledge of finance, purchasing & supply chain, regulatory, and HR.
* Languages: Arabic(F)/English(VG)
* Computer (word, excel, PowerPoint, & outlook).
* Good knowledge of specialty products and capital equipment (OR, critical care, anesthesia, ventilation, monitoring, infant care, diagnostic cardiology, endoscopy, surgery, ENT, urology, gastrointestinal, respiratory, & infection control).
* Certified with some marketing, sales, & business skills trainings.
* Certified with more than 20 healthcare products manufacturer sales trainings including anatomy, physiology & medical terminology topics & some servicing trainings (Brands trained on are those in bold under employment).
* Attended/participated in tens of international, regional, and local healthcare events and principals’ events and meetings.

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# Education

## MBA | 2010 | UNIVERSITY OF PHOENIX

## BE- ELECTRNICS ENGINEERING | 1999 | YARMOUK UNIVERSITY

# Employment

## SALES AND MARKETING DIRECTOR | SFFECO GLOBAL UAE | 08/2016 – 11/2016

* Deputy GM. Leadership of 7 department managers and 50 employees in the Industrial Domain (Fire Fighting & Security).
* Departments of direct reports: Export sales, vehicle and mobile clinics sales, local UAE sales, marketing communication, marketing consultancy services, Engineering (pre sales estimation department and after sales service department).

## MEDICAL DIVISION MANAGER | AL ZAHRAWI MEDICAL UAE | 01/2015 – 03/2016

* Leadership/development of division related team of sales and marketing over 3 business units in UAE.
* Revenues/profit achievements and growth management.
* Sales and Marketing Budget Management.
* P/L Management, customers & principals’ relationship management.
* Cross-functional leadership of the division’s related team in supply chain, finance, service, & others.
* Around 15 major principals in Imaging (Hitachi, Mallinckrodt, Beekley, OR Technology), Urology (Boston Scientific, Laborie, Elmed), Gastroenterology (MMS), Physiotherapy and Rehabilitation (Biodex, HUR, and others).
* Develop the existing business units & developing other lines in Infection Control, ENT, & Critical Care.

## REGIONAL FRANCHISE MANAGER | COVIDIAN ME JORDAN OFFICE | 08/2013 – 11/2013

* Leading Levant area distribution markets related to **Vallylab** energy based devices Franchise.
* Sales and budget management and market development responsibilities.

## MARKETING DIVISION MANAGER | AL JEEL MEDICAL KSA | 04/2011 – 10/2012

* Established the new infection control division at the company to join other existing divisions and created the necessary operational setup and team. Acquisition of principals (Cisa mainly and some other suppliers).
* Revenues/profit achievement and growth management. P/L responsibility.
* Leadership of sales and marketing team related to Infection Control Division over 3 branches in KSA.

## PROJECTS MARKETING & SALES MANAGER | AL JEEL MEDICAL KSA | 01/2009 – 03/2011

* New healthcare projects pricing and sales management in KSA.
* Indirect management of projects pricing department and branches’ sales managers/team.
* Established & positioned new long term business lines and division related to current and future None-MOH projects.
* Ensured smooth integration of this division with the company's branches.
* Assisted GM in restructuring and growth plans of the company (Restructuring, change & development plans).

## MEDICAL PRODUCT LINE/BUSINESS UNIT MANAGER | AL JEEL MEDICAL KSA | 01/2006 – 12/2008

## Leadership of sales and marketing team related to the medical business unit over 3 branches, 7 agencies, in KSA.

## Revenues achievement, development, and growth management.

##  ~ SR 25, 45 & 75M yearly revenues (direct sales with around 20% average growth & Projects that were growing bigger).

* Business unit product range: Infant care (**Draeger Airshields**), endoscopy (FujiFilm/**Fujinon** and R. Wolf), ENT **(Atmos**), ESU (**Erbe**), instruments (**Medicon**), Diagnostic Cardiology (**Delmar Reynolds/** **Spacelabs**), & pulmonary (**Stephan, nSpire**).

## PROJECTS ENGINEERING MANAGER | AL JEEL MEDICAL KSA | 07/2003 – 02/2005

* Leadership of small hospitals/clinics projects turnkey operational sections (execution, maintenance, purchasing, anlogistics/WH).
* ~ SR 160 M revenues (executed/handed over turnkey & groups projects (medical, dental, lab, furniture, none medical)).

## SERVICE ENGINEER | AL GOSAIBI COMPANY KSA | 07/2001 – 07/2003

## Servicing Medical devices products: Anesthesia, ventilators, monitors, and infant care products allover KSA.

## Brands worked on: Datex-Ohmeda (GE), and Ohmeda Medical (GE)

## SALES AND SERVICE ENGINEER | TECHNOMEDICS COMPANY JORDAN | 01/2000 – 07/2001

## Selling and servicing Medical Devices products allover Jordan.

## Brands worked on: Erbe (ESU), Datascope/Minday (Monitors), Heraeus/Maquet/Getinge (Operating Lights), Atmos (ENT) .