### Shaden

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## Profile

Over than 15 years UAE experience in machinery, valves and fittings, successfully relocated in various positions, sales oriented with great experience in analyzing and reporting tools.

### Work Background

**2014- Present AVK Gulf JLT**

 **AVK valves and fittings**

 **Dubai – UAE**

**Territories:** Oman, Kuwait, Iran and East Levant.

**Brands:** AVK, Interapp, Wouter Witzel, Syddal, Glenfield, Orbinox, CYL knife gate valves.

**Applications:** Water, waste water, fire fighting, gas & HVAC

**Key Responsibilities:**

**Internal Sales Engineer - CRM local admin. - Area sales manager East Levant.:**

* Technically review inquiries, reading client specs and choose the suitable products.
* Preparing quotes in Navision Software for keying in enquiries, extracting sales reports for monthly, quarterly and yearly sales meetings.
* Intake phone calls and provide exceptional customer service when assisting with customer requests for quotations, delivery information, documentation requests, etc.
* Manage the entire bidding process responsibilities (quotes, datasheets, project references, certificates ...) to define the lead, cost and generate a strong commercial & technical proposal on time using internal and external teams support as required.
* Quote follow up, eliminate / handle customer objections, negotiate competitive advantage.
* Receive, review and transmit orders for entry to appropriate factory.
* Track open orders via weekly updated production schedule, consult with factory when necessary and promptly advise customers of any changes to existing orders
* Assist with the collection of aged receivables when requested
* Promptly handle customer calls relating to complaints, investigate basis of complaint, refer problems to appropriate personnel, recommend action to rectify problems, and follow up to ensure resolution.
* Working with freight forwarders.
* Remain current on consumer preferences, changes in local codes and product developments by attending sales meetings, vendor training and trade shows.
* Utilized CRM for quote management and follow up.

**Skills, Achievements and knowledge In AVK Gulf:**

* Developing the reporting system.
* Training courses from PROTRAING: Business finance simulation & Professional selling.



**2009- 2014 Crane ME&A**

 **Crane Building Service and Utilities**

 **Dubai - UAE**

**Territories/Brands:**

UAE, Qatar, Oman and Bahrain.

Building Services: Crane, Hattersley. Utilities (Water section): Viking Johnson, Helden

**Key Responsibilities:**

**Internal Sales Engineer &Technical Support:**

* First point of contact for our Distributors/Customers inside the office, developing long-term relationships with clients through managing and interpreting their requirements
* Persuading clients that a product or service best satisfies their needs in terms of quality, price and delivery (based on specifications and by checking with customer for the deviations) then generate quotes accordingly.
* Providing technical advice on product solutions for queries.
* Getting costs from the cost office (when required) for generating quotes and calculating margins (batch / standard costs) to get them approved by sales directors to meet the sales targets.
* Reporting margins to head office/sales directors and adjusting prices to meet the market demand and maintaining the best possible profit for organization.
* Coordinating with supply chain and production teams to get the best manufacturing dates from our factories, this include improving delivery dates requests.
* Making technical presentations and demonstrating how a product meets customer’s needs
* Coordinating with Logistic team to meet the customer requested freight terms and getting freight costs from our forwarders.
* Coordinating with Drawing Office team to get the requested drawings.
* Updating opportunities in “Sales Force”, generating customize reports based on demand for sales team.
* Coordinating with quality control team for resolving product quality complaints.

**Skills, Achievements and knowledge in Crane:**

* PICV, DPCV and DRV calculations.
* Building Services valves and fittings.
* Mechanical Joints (Dismantling Joints, Couplings and Flange Adaptors).
* Miller Heiman strategic sales/ Sales Force.
* Courses in product knowledge, technical, production in our offices and manufacturing facilities in UK.
* Attending Kaizen events and product training.
* An impressive record of accomplishment of managing the day-to-day customer service operations witnessed by Sales Managers and Sales Directors.
* A proven ability to organize information, schedule and tasks for self and for others.

**2007- 2009 AJMAN SEWERAGE CO. AJMAN - UAE**

**Brief company's profile:**

Consist of following shareholder: (Gov. of Ajman+ Besix+ Veolia+ Black & Veatch). To establish and maintain the Sewerage system in Ajman.

**Key Responsibilities:**

**Customer Service (Back Office) – Assistant Manager:**

* Managing the monthly billing process.
* Managing field activities done by field agents, Data Entry team, scanning and archiving process.
* Handling bad debt process (coordinating with FEWA and Municipality).
* Issuing reports for all back office activities.
* Managing the quality control for the back office activities.
* Interprets company policies to new (field agents & customer service agents) and train them with short courses.
* Generating KPI reports based on the goals and targets for each personal.
* Teams I'm responsible for (Total of 14):
	+ Data Entry (4 persons).
	+ Field Agents (9 persons).
	+ Scanning/Archiving (1person).

**Skills, Achievements and knowledge in ASPC:**

* Build experience in managing customer service role in well-known company with international standard.
* Widen my experience by working in utilities/semi Government Company.
* Expert in using CC&B at management level (The recognised software for Utilities billing).
* Succeeded to maximise billing through the filed inspection, increase the revenue by applying the bad debt process on higher volume over dues.

**2004– 2007 unimar trading co** **DUBAI – UAE**

**Brief company's profile:**

Subsidiary of Mimar Trading Group. Established in 1992 as one of the supplier in the Building material and Power Tools in U.A.E. For more info:www.unimartrading.com

**Key Responsibilities:**

Sales & Workshop Supervisor.

***Certificate of achievement issued 30.01.2006***

**2000 – 2004 ARWANI TRADING CO**

 **DUBAI – UAE**

**Brief company's profile:**

Arwani Trading Company was established over 2 decades dealing with Hardware and Tools, Garage Equipment, Wood Working Machinery, Aluminum and Metal Working Machinery, Industrial Machinery. More info:

**Key Responsibilities:**

* Indoor sales coordinator / Customer services Supervisor / Technician.

### Educational Background

1997 – 1999 Diploma degree in Electronic Engineering (Communications Engineering)

 **Technical Institute for Mechanical and Electrical Engineering / University of Aleppo**

### Other Qualifications & Certificates:

* Good knowledge in Microsoft Office. (Word, Excel, Power Point).
* Certificate from Miller Heiman for Strategic Selling.
* Certificate from PROTRAING for Professional selling.
* Certificate from PROTRAING for Business finance simulation.
* Certificate from AVK Academy –  courses - Coating: (Blast Cleaning – Enamel - Epoxy Coating - PUR Coating).
* Certificate from AVK Academy –  courses – Basic about valves: (Introduction to Valves - Choosing the right valve - Linear valves - Rotary Valves - Check, Safety and Relief, Pressure Control Valves - Automatic Control Valves - Actuators, Valve Operating Forces and Pneumatic Actuators - Electric and Hydraulic Actuators, Actuators for Control Valves - Installation of Valves and Actuators, Maintenance of Valves and Actuators).
* Certificate from AVK Academy –  courses - AVK Product Training