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| **Marketing & Business Development Professional**  HESHAM EL | Email: [heshamel.381622@2freemail.com](mailto:heshamel.381622@2freemail.com)  Address: UAE - Dubai |

# EXECUTIVE PROFILE

# A management professional with 27+ years of experience in business development and marketing initiatives within the Travel and Tourism industry using both traditional and e-commerce based platforms with B2B and B2C clientele across diverse geographical locations such as UAE, Moscow, Kuwait, Egypt and Germany. Specialist in business growth and advisory of all types of companies at any stage of the lifecycle in the tourism sector with P&L analyze and stakeholder management know-how as well.

# SKILLS SUMMARY

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| **Strategic:**  Business Strategic Planning  Competitive Analysis  Stakeholder Management  KPI Measurements  P&L Report Analyze  Sales Pipeline Management  Key Account Managements  Marketing Strategy Planning  Business Analytics  Product & Service Development | **Operational:**  Hotels & Tourism Marketing Strategy  E-Commerce Project Implementation  E-commerce Business Analysis.  SEO & SEM Specialist  Google AdWords  Supplier Negotiation  Contract Managements  Leadership skill  Holiday Destinations Knowledge  Product Pricing | **Value-Added Attributes:**  MS Office Suite,  Leadership Skill  Communication & Interpersonal Skills  Analytical Skills  Critical Thinking  Thinking Outside the Box  IT Professional Skill |  |  |

# WORK EXPERIENCE

GROUP business unit manager – CUM - general manager – Al Mariah Travel & Tourism

UAE – January 2013 – Present

*The entity is a large holding company with 12 subsidiaries. It has interests in consulting, travel and tourism, transportation, etc…..*

**Achievements:**

* Secured **ADCO** (ADNOC onshore Company) contract award through tender for travel & tourism services.
* Closed many B2B deals with the travel agencies to be our resellers, and maintain the loyalty of our major clients
* Secured Travel and Hotel bookings contract with ADWEA (Abu Dhabi Water & Electricity Authority) through **tender award.**
* Secured **(Sheikh Khalifa Hospital)** tender award for tickets & hotels bookings service.
* Closing long term deals with too many great corporates customers such as (DP, Emirates Transport, Wade Adams, NAFCO, Hbtoor) as a **hotel bookings & travel** services supplier with great
* Successfully create third party contracts with major **Hotels & Airlines** to receive corporate rates four our customer’s.
* Created a successful online department and a profitable B2C portal.
* Led the Strategic Business Unit’s activities and the profit center of the Group.

**Key Responsibilities:**

* Marketing & sales strategy planning and implementation.
* Analyzing local market trends and competitor activity to identify business leads, developing and implementing creative local marketing channels and avenues for business growth.
* Liaised with travel partners, including airlines and hotels, to manage bookings and schedules, nurtured relations with hotels and suppliers in overseas locations and associated corporate clients to ensure greater range of service.
* Monthly P&L result analysis for all the group companies.
* Managing key customer relationships and negotiating customer agreements according to annual operating plans while successfully delivering against the customer's expectations.
* Managing staff performance in compliance with company policies and procedures, recruiting, managing, training and developing the sales team.
* Working on brand development initiative to increase brand recall and awareness across target client groups and engaging in strategic alliances to grow the business.
* Optimized in house operational processes to become the UAE’s number 1 provider in certain specific tour packages, delivering an initiative geared toward operational excellence
* Provided monthly/weekly reports and analysis of the evolution of the client base, tracked using quantitative, qualitative, customer satisfaction and KPIs defined in consultation with the Board.
* Managed all aspects of the agency, assumed responsibility for operations and strategy, oversaw the performance of all operational departments and back office functions, monitored the business reports and took strategic decisions on a daily basis.
* Ensured service standards and operational procedures are implemented and all operations were in statutory and regulatory compliance.
* ROI measurements for digital marketing campaigns.

general manager- 2travel2Egypt.com, Egypt – January 2004 – January 2013

**Achievements:**

* Planning and management the implementation of first E-commerce bookings portal in Egypt in corporation with MEGS the online gateway system of Master Card.

**Key Responsibilities:**

* Managed all online marketing initiatives and recommended changes to create competitive vacation packages, coordinated all activities of the department and directed staff towards reaching envisaged goals.
* Administered seasonal packages in liaison with major airlines, prepared budgetary estimates and travel spend reports, as well as customizing packages in accordance with customer requirements.
* Conducted trainings and mentored the tour operators to ensure operational and service excellence as well as to effectively manage all elements of inbound and outbound tours.
* Analyzed market trends and opportunities in conjunction with competitors’ activities to keep abreast of developments and maintain a competitive edge.
* Oversaw contracts from inception to completion and contributed to key commercial decisions on all packages or deals put forth.
* Devised vacation and tour packages for end users and travel agents.

general manager- Al Khrafi Hotel Booking, Kuwait – January 2003 – January 2004

**Highlights:**

* Essayed an advisory role and mainly in charge of guiding the owners, devised the sales & marketing strategy, created sales targets and business plans, monitored and evaluated performance, and developed new initiatives to maximize sales and establish the business
* Built the company structure from scratch, established operations, hired and trained team members. Also entrusted with the mandate of taking the business towards profitability.

general director – Greatchy Meer, Moscow, Russia – January 1998 – January 2003

**Highlights:**

* Played a significant role in promoting the Russian market to foreign companies, as well as opening new markets worldwide and consequently dealing with numerous multi-national organizations.
* Responsible for sourcing enquiries and promoting unrecognized areas for the tourism business to meet consumer demands for bespoke travel and sustainable tourism.

previous professional experience

* **Jan ’87 – Jan ‘98: Hurghada Branch Manager, (Thomas Cook agent),Egypt**

# EDUCATION

american university of Cairo, Egypt June 2002

Diploma Degree in Business Administration

**OXFORD COLLEGE, LONDON**

**CIM** (Diploma in Professional Marketing) **in process**

MANSURA university, Egypt June 1985

Bachelor’s Degree in Science

# PERSONAL INFORMATION

**Date of Birth:** 7th March 1963

**Marital Status:** Married

**Nationality:** Egypt

**Driving License:** Valid UAE Driving License

**Language Fluency:** English, Arabic and German