Elalim

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|  |  | **Objective**Ambitious, results-oriented, and fully bilingual (English and Arabic) mid-career IT sales professional with over 17 years of experience in Technical Sales, Business Development and Channel Management, mostly in the Middle East. I possess strong leadership and operational skills and my core strengths are to lead and motivate sales teams. Identify and grow new channels and build long-term relationships with clients and vendors in multiple markets across the Middle East and Europe. |
|  |  | **Goal**I seek a challenging Sales /Business development and Relationship-management position that would take advantage of my skills, experience, and focus on results-driven people management.  |
|  |  | **Citizenship**United States**Languages**Native level fluency in English and Arabic |
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|  |  | **Education****Florida Atlantic University**U.S. State of FloridaB.S. Computer Science, December 2002 |
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|  |  | **Experience**

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| **Sharjah Department of Electronic Government (DeG),** *Sharjah, UAE***Business Development Manager (Key Accounts)** | **April 2015 - Present** |
|  | Main Clients: Finance Department, Finance Control Department, Roads & Transport Authority, Economic Development Department, Sharjah Police Headquarters, Sharjah Municipality |
|  | Key Achievements:* Increased SAAS share by 85% in three years
* Led the team handling UAE National Electronic Security Authority standards in all Sharjah Government Departments
* Member on the core team assigned by Sharjah State to work on the new UAE National Economic Project. Resulting in the introduction of an online economic investment portal for foreign investors to the UAE.
* Leading member of the team responsible for the creation and introduction the first Mobile Data Center in the Gulf Cooperation Council. Providing a cloud based solution.
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|  | Central Tasks:* Conceptualize, plan and manage the rollout of multiple projects in parallel for DeG clients
* Ensure successful and timely delivery of solutions according to clients’ needs
* Create and launch innovative new apps for clients
* Forge and maintain strategic partnerships with clients and vendors.
* Close new business deals by coordinating requirements, by developing and negotiating contracts, and by integrating contract requirements with operational needs. Displaying exceptional stakeholder management.
* Forecast and track key account metrics
* Communicate progress to internal management via monthly and quarterly reports
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| **Etisalat (Tamdeed Projects)**,*Dubai, UAE***Sales & Business Development Manager** | **April 2014 – March 2015** |
|  | Key Achievements:* Establishment of a new IT department
* Led team responsible for sales and the business development

Improved revenue by 30% in the first two years . |
|  | Central Tasks:* Implement projects end to end
* Maintain sales volume, product mix, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitor analysis.
* Built relationships with key executives in client organizations
* Articulated product and business strategies and led customer dialogue to spur the sales process
* Developed and delivered accurate revenue forecasts in line with business objectives
* Interacted with other teams and verticals to effectively leverage value propositions
* Developed annual plans for own area in line with company strategy
* Negotiated complex contracts
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| **HeadLinks**,*Dubai, UAE***Sales & Business Development Manager**  Key Achievements:* Establishment of a new IT department
* Recruited new brands (Micron and Lindy) to the company
* Started the company’s new mobile business by creating its own mobile brand

 Central Tasks:* Collaborated with new vendors and thereby contributed to a healthy increase in revenue
* Planned and implemented sales, marketing, and business initiatives to support objectives
* Complete national sales operational requirements by scheduling and assigning employees and following up on work results
* Assist in the approval process for pricing, feasibility, legal requirements and technical documentation.

**McAfee Inc. (APTEC Gulf),***Dubai, UAE***Distribution & Channel Account Manager** |  **Nov 2009 – Jan 2014**  **Nov 2005 – Oct 2009** |
|  | Coverage: UAE, Kuwait, Bahrain, Saudi Arabia, Qatar, Oman, Pakistan, Lebanon and Egypt |
|  | Key Achievements:* Increased market share by 10% in the first two year
* Landed two major accounts, Aramco and Etisalat for McAfee
* Opened four distribution channels across the country
* Brought in projects which cost over 200 Million AED
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|  | Central Tasks:* Established productive professional relationships with key personnel in assigned partner accounts
* Coordinated the involvement of company personnel, including support, service, and management resources in order to meet partner performance objectives and partners’ expectations
* Met assigned targets for sales volume and strategic objectives in assigned partner accounts
* Proactively led a joint partner planning process that developed mutual performance objectives, financial targets, and critical milestones
* Proactively assessed, clarified, and validated partner needs on an ongoing basis
* Sold to end users via partner organizations in coordination with partner sales resources
* Managed potential channel conflict with other firm sales channels by fostering excellent communication and via strict adherence to channel rules of engagement
* Led solution development efforts that best address end-user needs while coordinating the involvement of all necessary company and partner personnel
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| **Etisalat,** *Dubai, UAE***Business Development Engineer** | **June 2003 –** **September 2005** |
|  | Key Achievements:* Headed the team in charge of the ICT requirements for the first GITEX event in UAE.
* Directed the Copper-to-Fiber project in the north part of Dubai
* Forged partnerships with top corporations, increased revenue dramatically
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|  | Central Tasks:* Launched a new campaigns for Etisalat to raise brand awareness and to communicate benefits
* Planned and implemented the switch from copper to fiber optic
* Managed technicians and track customer satisfaction levels
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