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**CURRICULUM VITAE**

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| Objective | To seek challenging avenues where I can utilize my experience and technical skills in addition to contributing the achievement of organizational goals and to improve my career prospects. |
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| Summary | Sales and service oriented management professional with 17+ years of progressive work experience in sales, marketing, business development, client relations and customer service. Fast track achiever with record of delivering sales targets and contributing in revenue growth through innovative planning, effective business management, cost control, streamlining operations and implementation of business practices. Results driven leader with excellent Interpersonal communication, analytical, planning and Management skills. |
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| Experience  | September 2016 to PresentBond Interior Design – Solid Surface DivisionTotal Fit-Out Company with Various Division –Solid Surface Fabrication Division (New)**Sales Manager:*** Expand the division business to approach fit-out companies and direct project
* Build relations through sales me and sales team with non-fabrication fit out companies.
* Developed the relation with Acrylic solid surface Brands (Corian, Avonite, Hanex, LG Hi-macs, Samsung staron, and other local manufacturer).
* Implement standard pricing methods for Kitchen tops and Vanity counters to compete in the market.
* In cooperation with estimation division to achieve the best rates to the benefits of company and clients.
* Managing, training, supporting the sales team.
* Coordination with other divisions to achieve the best quality of products and prices (Joinery, Metal, and Glass Divisions).
* Direct involving with production.
* Achieving the best performance of production team.
* Utilized the thermoforming machine to fabricate difficult ideas and product.
* Project management of the awarded project from estimation to handing over and collection including site supervision.
* Developing the manufacturing process.
* Supervision on the production in details in terms of calculating the material requirements, costing, labor time sheet, and logistics of the fabricated items.

January 2011 to September 2016**Sanitart Systems LLC**Manufacturer of Acrylic Solid Surfaces cultured Marble, ONYX, kitchen cabinets (with Appliances –Built In and Free Standing from reputed brands)and wardrobes in Addition to Bathtubs. With 4 outlets in Abu Dhabi, Dubai, Al Ain & Sharjah.**Project Development Manager (Parallel to Retail):*** Identifies trendsetter ideas by researching industry and related events, publications, and announcements; tracking individual contributors and their accomplishments.
* Locates or proposes potential business deals by contacting potential partners; discovering and exploring opportunities.
* Screens potential business deals by analyzing market strategies, deal requirements, potential, and financials; evaluating options; resolving internal priorities; recommending equity investments.
* Develops negotiating strategies and positions by studying integration of new venture with company strategies and operations; examining risks and potentials; estimating partners' needs and goals.
* Closes new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.
* Protects organization's value by keeping information confidential.
* Enhances organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments

**Retail Sales Manager*** Handling the daily activity of retail sales in UAE.
* Follow up the production Orders, delivery schedule, & collection
* Manage and develop sales team of 16 Executives in 4 areas, between Indoor and outdoor
* In charge of all the Showrooms displays.
* Coordinate with all other division in operation.
* Set methods to measure and ensure Customers satisfaction.
* Establishing, maintaining, and developing successful business relation with customer and client.
* Follow up market share, support, and represent a defined product portfolio.
* Keeping up to date with market trends and information.
* Developing Business plan, Sales forecast, Marketing strategies and Promotions.
* Support sales team & client with design.
* Sales team periodical training on sales method, estimating, approaching clients in the Showrooms, and closing deals.

**Achievement:*** Successfully surpassed set sales targets that enhanced sales profit of the company Target hit of retail business, and projects.
* Maintained excellent relations with clients, colleagues, staff and management.

July 2009 to December 2010Free Lancer, Buying & selling of Kitchens, Appliances, and Uniforms.Feb 2007 to June 2009Universal Electrical EquipmentSpecialized in **Domestic Appliances (White Goods)** of well known brands (AEG, NARDI, IGNIS, and XPER) as well as in **Readymade Kitchen cabinets** made in Germany (Nolte) and Italy (Torchetti).**Assistant Sales Manager*** Handling all sales activities in the UAE.
* Managing & Developing the distribution sales team
* Managing administration of Dubai office Domestic Appliances Department.
* Establishing, maintaining, developing successful business relation and specifying the company products with Consultants, Interior design consultants, Property management companies, Projects Developer in UAE.
* Establish and maintain market share, support, and represent a defined product portfolio.
* Negotiate with supplier the projects and products related.
* Making periodically training on products to company sales team.
* Reporting to Sales manager monthly the activities in the market and from competitors.
* Making researches for potential projects in UAE.
* Manage all active projects end to end.
* Reviewing all daily sales activity and determine progress and identify areas of improvement.
* Make the business plan for the projects department and marketing strategies.
* Monitoring stock levels to maximize business efficiency and ensuring availability of necessary material as and when required.
* Monitoring efficiency of vendors to assess the viability of relationships.
* Analyzing the quotations received from vendors in collaboration with the Sales Manager.

Jan 2005 to Jan 2007Mohammed Abdullah Al Saeed TradingSpecialized in projects- and retail sales, selling **Electrical Home Appliances (White Goods)** to dealers, retailers, contractors, utilities, and government authorities.**Sales Manager*** Handling all sales activities in the UAE, direct in projects.
* Managing the distribution sales team
* Registering the company in the government authorities.
* Managing all local and overseas purchases in cooperation with the purchase dept.
* Reviewing all daily sales and activity documents to determine progress and identify areas of improvement.
* Preparing annual business plan for the local market and marketing strategies.
* Managing /monitoring foreign and domestic purchases of domestic appliances and company’s own label products and ensuring that all organizational entities are supplied with their needs within their specifications, quantities and quality requirements.
* Involved in the business buying decisions related to imports and local products - have been pro actively involved in always looking for ways to improve business and standardize procedures.
* Responsible for demand analysis and forecasting of current and future requirements of product and logistics to ensure maximum usage of capacity.
* Locating and sourcing with alternate suppliers/vendors as a contingency plan, to ensure continuous flow of product/ raw material to end customers.

April 2000 to Dec 2004Al Moosa Trading EstablishmentCompany comprises of three areas – Electrical Home Appliances (Owning brand name Nippon), Industrial Exhaust Fan’s and Military items & material.**Sales Executive/ Sales Supervisor*** Started as Sales Executive for the projects and tenders for the above fields
* Ended designation is Project Sales Executive

Sales of the electrical home appliances for projects:* Covering the dealers in Abu Dhabi, Sharjah, Government Departments and Ministries. Covering consultants, contractors, electro-mechanical companies and all running projects in UAE, even direct with the clients
* In charge of the export in the GCC and Africa.
* Organizing the exhibition. Local and regional, and visiting international fairs for purchasing material.
* Price and Cost Calculation.
* Market research.
* Office management works in absence of General Manager.
* Budgeting, sales forecasting per products.
* Assist in business plan preparation with new ideas and items.
* Parallel to my work, in charge for the service center.

**Sales Of Military and Police Material and Equipment:*** Supply of Police & Military items to Dubai, Abu Dhabi and Sharjah Police.
* Rich full list of contacts in UAE, some GCC & African countries.

July 1998 – April 1999‏**International Turnkey Systems (ITS) Abu Dhabi Branch****Programmer**Working in Business Solution Department (BSD) as Programmer for banking applications – Working with Mosaic Open Architecture Olivetti North America Banking Environment – for Branch Automation Systems dealing with Phoenix as Banking Host which are based on RDBMS SYBASE 11. (Project worked in: Qatar Islamic Bank). |
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| **Educational Qualifications** | **Holding Diploma degree in Electronic and Telecommunication. (1993-1996) Graz- Bulme, Austria. (Not attested)** |
| **Courses** | Motivational Sale in April 2000 |
| **Skills** | * Proficient in the use of Microsoft Office.
* Strong initiative skills, working both independently and as part of a team;
* Excellent skills in teamwork, leadership and communication;
* Aggressive strategist with proven ability to close the deals via strong and persuasive closing skills;
* Strong attention to detail and accuracy;
* Ability to work efficiently on simultaneous assignments under tight deadlines with minimum supervision;
* Willingness to roll up sleeves and assist wherever needed;
* Demonstrated success in building trust and maintaining long-term relationships;
* Ability to collect and analyze data, draws conclusions, and makes actionable recommendations.
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| **Languages** | Fluent in Arabic, very Good in English & German |
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| **Driving License** | UAE Driving license. |
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| **Personal Details** | Marital Status - Married with 2 KidsDate Of Birth - 03/07/1968Nationality - JordanianVisa Status - Employment |
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| **References** | Available upon request |