**Senior Level Assignments – Sales and Procurement**

Industry Preference: Audio & Video / Telecom / IT / Consumer Product

**SUMMARY**

**Nearly 22 years** of experience in Sales & Business Development, Project Procurement and Vendor Development.

Presently working with **Distrix – Siemens Enterprise Communications, Dubai as Business Development Manager**. Proficient in managing business operations with focus on top & bottom-line performance and expertise in determining company’s mission and direction. Expertise in developing and managing channels in order to derive required market share, revenue & profit for the organization, Successfully handled key projects in NCEMA – Abu Dhabi and Jebel Ali Airport.

Remain on the cutting-edge, driving new business through key accounts & establishing strategic partnerships & relationships to increase revenue. A strategic planner. Proven track record in undertaking indigenization initiatives for attaining significant business gross, securing deals and better service for the customers. An effective communicator with exceptional customer relationship management skills



**Career**

**Growth**

**Path**

**AREAS OF EXPERTISE**

* Exhibiting ability to drive business growth through market trend analysis and penetration
* Tapping profitable business opportunities and positioning products as per market needs
* Pioneering strategic alliances / tie-ups with financially strong & reliable partners, managing demand forecasting and optimizing inventory level to ensure timely deliveries to customers
* Deploying the suitable market research tools to gauge market trends and competitor activities to gain the competitive edge on the market
* Formulating strategies & reaching out to the unexplored market segments through feedback from the concerned branches, by providing a systematic network planning / customer requirement analysis
* Conceptualizing & directing strategies and policies to promote products and services
* Evolving market segmentation and penetration strategies to achieve targets
* Utilizing client feedback & personal network to develop marketing intelligence for generating leads
* Planning the funds for procurement & sourcing of materials, thereby ensuring optimum utilization of raw materials and maximum cost savings as well as meeting anticipatory project orders
* Estimating quantities, floating tenders, negotiating with the short-listed contractors and awarding the work
* Accountable for processing RFPs / enquiries for purchase while at the same time aligning current inventory with respective requirements
* Identifying & developing potential vendors / suppliers for achieving cost effectiveness as well as assessing performance of the vendors based on their competitiveness, reaction capabilities, etc.
* Generating pricing data with good logic and explaining the same to customer while submitting the offers
* Handling the follow-up with vendors for timely deliveries, release schedules, quality checks, etc.

**ORGANIZATIONAL EXPERIENCE**

**Distrix – Siemens Enterprise Communications, as Business Development Manager since May’11**

**Role:**

* Conceptualizing and leading strategic sourcing plans across the company
* Responsible for the development of new business markets for the company and achieve sales targets
* Maintaining strong and cordial relationship with customers & prime prospects and simultaneously conveying customers’ feed-back, their complaints & suggestions on company products & service to the management
* Coordinates the implementation process in different GCC countries
* Tracking market trends and employing effective strategies for higher market share
* Maintained a high level management of “Customer Support” and “Client-base Management”
* Setting-up compliance process for Division, decisions and liaising with IT Department to identify sourcing opportunities
* Validating and approving man-hour estimates and project budgets

**Achievements:**

* Managing implementation of products activities through frequent field visits in co-ordination with the Sales Team, Monitoring the complete Shop Ups
* Enhancing visibility of brand and sub-brands through sustained campaigns
* Strategizing the business planning activity for the region and this would ideally involve decisions pertaining to pricing, product delivery schedules, new product development
* Conducting Market Audits on markets and preparing business review reports
* Manages the sales team by checking their KPIs,
* Responsible for obtaining profitable results through the sales team by developing the team through motivation, skills development and product knowledge development
* Hiring new sales representatives in coordination with the CEO
* Coordinates sales forecasting, planning, and budgeting processes used within the sales organization.
* Delivered a healthy profits impact through base rationalization and strategic plans within targeted categories
* Devised implemented a supplier review process & metrics resulting in complete bilateral adherence to contractual obligations
* Created an inventory forecasting tool which eliminated stock-outs on most critical items



* **C4 Advanced Solutions, Abu Dhabi as Senior Procurement/ Project Manager from Jan’10 – May’11**

**Role:**

* Handled the procurement process of engineered equipment, bulk materials and engineered services for projects
* Oversaw the procurement staff consisting of Purchasing, Expediting, Inspection, Transportation and Material Management
* Developed detailed procurement plans for the purchasing, expediting, inspection, transportation, and material management requirements
* Carried out negotiation and establishment of terms and conditions with selected supplier
* Conducted procurement inspection activities to ensure supplier quality activities for safety and commercial materials
* Executed procurement activity and prepared man-hour estimates and projects budgets
* Interfaced with other departments such as sales for procurement of right quality items, finance for accounts payable management and IT Department
* Handled project outsourcing for engineers & staff on contractual basis

**Alpha Data Processing Services, Dubai, UAE from Sep’06 – Dec’09**

Joined as **Vertical Market Business Manager** and rose to the post of **Project Manager**

**Role:**

* Worked on projects provided by Alpha Data to Dubai Civil Aviation (DCA)/Dubai Airport Company (DAC) including network, wireless, voice over IP, CCTV, structured cabling and radio paging with a total value of AED 52M
* Developed communication matrixes and conducted regular meetings with the clients (MEP contractors, main contractors: ETA, Al Naboodah, Thermo, EFECO, Group 5, ARINC, Danway, (DCA-IT, DCA-Engineering Projects), Consultants (DAR Al Handasa and ADPI) and System Owners (BMS, CPMS, BHS, FIDS, BIDS, UFIS, PAS, MC, Sky Train, VDGS, SACS, CCTV, etc.)
* Furnished direction to Managers regarding project’s operational and procedural issues
* Performed visits of projects to ensure consistent high quality and time efficiency
* Liaised with Managers and conducted meetings for previewing projects standards, problems and opportunities

**Projects Handled:**

* NCEMA – Abu Dhabi
* Data Center Phase I, 2 and 3
* Jebel Ali Airport
* Air Traffic Control, Cargo Terminal, Dubai Logistics City HQ, Visual Docking Guiding System (VDGS) and Jebel Ali Airport – Phase I

**PREVIOUS EXPERIENCE**

**Al Sayegh Brother Trading, Dubai as Business Development Manager**

**from Sep’03 – Sep’06**

**Jumbo Electronics Company LLC, Dubai as Business Development Executive**

**from Apr’93 – Sep’03**

**Al Amera Company, Egypt as Sales Executive from Jul’90 – Mar’93**

**Forever Company, Egypt as Purchasing Executive (Security Systems) from Aug’88 – Jun’90**

**Recognitions:**

* Acknowledged for the efforts and received:
* Prize as Employee of the month for Mar’06 (Al Sayegh Brothers Trading - LG)
* Certificate of Appreciation for contribution to the Sony Business – 2002 to 2003 (Jumbo Electronics Company Limited)
* “Performance Award” from Jumbo Electronics Company Limited – Sony 2001 to 2002
* Certificate of Commitment from Jumbo Electronics Company Limited to achieve brilliance for Sony – 2001
* Prize for achieving sales targets for the month of Jul’99
* “Best Performance Certificate” from Chairman of Jumbo Electronics Company – 1995
* Det Norske Veritas - Quality System Certificate Award for substantial contribution - 1994

**CERTIFICATION & TRAININGS ATTENDED**

* Microsoft Project 2003 Training Course (Fundamentals Plus Level 1 and Level 2) from ExecuTrain- PMP
* Negotiation Tips and Supplier Pricing Behaviour -September 2010
* Lean Management – August 2010
* Management Is A Career; Leadership Is A Calling - 6th April 2010
* Coaching & Counselling - February 2010
* “Philips Products Training Seminar”– December 2002
* Instruction and Training in a Course on Sony Products - 2001
* Successfully completed a proactive sales workshop at Sharjah from Jumbo Electronics – 1997
* Showroom Sales Personnel Product Training conducted by Sony – October 1997
* “Ingredients for Effective Selling” a training course from Jumbo Electronics Company Limited
* “Retail Selling & Customer Service Skills” from Jumbo Electronics Company Limited – 1996

**ACADEMIC QUALIFICATION**

* Graduation (Electronics & Control) from The Industrial Institute, Cairo, Egypt, Technological College in

Al Sahafa College & University in 1992

**IT Skills:** MS Office Package and Internet Applications

**PERSONAL DETAILS**

Languages Known: English, Arabic

Nationality: Egyptian

Marital Status: Married; No. Of Dependents: 3



**Gulfjobseeker.com CV No:** **1487652**