**Rafi**

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***Sales, Marketing , Business Development***

***Solutions Selling ~ Identify opportunities ~ Business Control***

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| --- | --- |
| ***Sales & Marketing Management***  ***B2B & B2C Sales***  ***Go to Market Strategy***  ***Project Monitoring & Evaluation***  ***Business Development***  ***Strategic Planning & Analysis***  ***Event Management***  ***Project Management***  ***Business Plan & Budgeting***  ***Team building***  ***Communication Skills***  ***Negotiation Skills*** | *Strategic thinking , Charismatic Business Development Manager, more than 13 years of experience in sales and marketing management, operations, team management and building, customer relationships that result in the highest levels of customer satisfaction. Combines business expertise with managerial talent to develop & implement sales strategies that increase market share, build brand awareness, and produce profitable sales. Strong background in hiring, developing, mentoring, and motivating geographically dispersed personnel to achieve goals and grow in their careers, Identifies and secures lucrative opportunities*  *Quest for next level of success as Sales & Marketing Manager or General Manager within a top tier organisation.* |

**Language Proficiency**

**Arabic**: Fluent | **English**: Advanced | **Turkish**: Beginner

**Professional Experience**

**SIDAR HOLDING** Erbil, Iraq

**Business Development Manager** 11**/**2015 - Present

Consult with top management, create new services, distribution channels, and build market position by advancing, negotiating, and closing long-term business relationships.

* Developed consumer-marketing insights, and executed marketing analysis for multiple brands, recommended strategic distribution channels and marketing campaigns, resulting in increase in sales by 25% in 6 months.
* Performed ROI analysis on 3 product ; applied fundamental analysis to identify actual and potential inventory pile-up risk; recommended strategic gap analysis and created business plan to improve ROI by 20%

**BEECABLE TELECOM SERVICES & SOLUTIONS** Erbil, Iraq

**General Manager** 03/2015 - 10/2015

Arranged project management documents including Project Execution, Project Instructions, Quality Plan, Management of Change Procedure, monitoring and evaluation; and structured an integrated system for reports

* Designed and managed defect management process to ensure quality assurance, assist project management and risk management; formulated methods to capture system defect trends and reduced defects by 50%.
* Planning and implementation a project of expand and develop 219 sites of Korek tel network to 3D generation in Erbil and countryside. excess of one million dollars
* Led project team with 2 financial bids of proposed tenders; performed quantity take offs assessing raw material and labours requirement and prepared list of finalists

**ORGANISER, EVENT MANAGEMENT COMPANY** Erbil, Iraq

**General Manager** 05/2013 - 02/2015

Conducted 8 promotional events in Kurdistan; ensured staff scheduling, and provided operational checklist to staff, sourced promotional merchandise and organised logistics for smooth operations of events.

* Supervised team of 25 technicians in planning and implementation of hardware and software delivery for Project; provided customer support on site and expedited resolution to reduce installation issues by 80%
* Fostered strategic partnerships ,with 15 distinct external suppliers, caterers, speakers, graphic designers to improve promotional materials and updated website content for conferences, events and seminars
* Performed 3 event projects, assumed responsibility for profit, revenue, quality targets, recruitment, and management of staff to guarantee alignment to tactics and objectives required for success.

*Professional Experience Continued…*

**DELTA COMMUNICATION, DISTRIBUTION COMPANY** Baghdad, Iraq

**Sales Manager** 10/2012 – 03/2013

Periodically re-evaluated “Go to market Strategy” to determine achievement of efficiencies, competitiveness and growth-building objective

* Achievedoverall sales strategies, defined long term and short term business plans, and implemented sales structure boosting resource allocation efficiency by 30% increasing revenues
* Prepared strategic plans to increase market share, by established and maintained relationships with super dealers to form strategic partnerships, accounted for 40% of sales
* Improved relationships of more than 1,000 point of sales, and maintain a client relationship with existing and potential client by identify potential clients, and decision makers within client organisation.

**CESAR CO FMCG COMPANY** Qamishli, Syria

**Founder and General Manager** 12/2010– 9/2012

Met priorities and targets by skilfully scheduling workload, accomplish all performance related targets, and supported a cross-functional culture of continuous improvement.

* Established and maintained long-term Professional relationships with key business contacts.
* Created and deployed integrated management system to process order and sales reports, reducing processing time by over 30%; combined quality, environment and safety systems to reduce on site auditing time by 20%

**Y TELECOM, TELECOM OPERATOR** Sana’a, Yemen

**Regional Sales Head of unit,** 2/2007– 10/2010

Confirmed sales operation goes in harmony with strategic goals of company and within scope of objective and strategy set and implemented by sales department

* Designed implementation plan, to restructure sales department, market segmentation, and led 25 sales members to target new market, boost sales by 10% and realized annual cost savings 15% in first year.

**SYRIATEL MOBILE TELECOM** Qamishli, Syria

**Regional Sales Supervisor** 6/2003– 1/2007

Managed 8-11 representatives as district Sales Supervisor for Al Qamishli districts and received highest performance rating from management; increased revenues for district by 25% annually, consistently among top 5 districts by sales

* Collaborated with sales team in marketing plan including media, advertising, PR and other promotional activity devised roadmap for 1 year distribution structure to meet target sales figures.

**Education**

BBA in Economics, Business Administration Department, Aleppo University, 2001

**Training & Courses**

**IIR Middle East institute:** Strategic Channel Management | Profitable Sales Promotion & Loyalty Marketing Improving Sales Performance | Strategic Sales Management

**Syriatel Academy:** Advanced Sales Communication Techniques | Negotiation skills

Time Management | NLP in Selling | Beyond Communication

**Alison institute:** Fundamentals of Project Management | Leadership Skills in Business | Diploma in Customer Service | Diploma in Business Process Management | Monitoring & Evaluating Systems