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| **Hany** ***Management Professional******Focus on: General Management, Director of Sales, Operations & Business Development*****hany.71915@2freemail.com** | Untitled |

**Profile Synopsis**

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Accomplished Senior Management Professional equipped with more than 2 decades of diverse experience, seasoned expertise and dynamism in orchestrating successful business turnaround and growth ventures within diversified and Multinational Company (AW-Al Rostamani Group). Manifest broad management and outstanding knowledge in directing whole gamut encompassing General Management, Business Operations, Sales & Marketing, Business Development, Key Accounts Management, Business Acquisition, Client’s Relations and General Administration. Consistently delivered key contribution towards organization’s growth by implementing sound business practices, streamlining operations, establishing new improvements, devising innovative strategies, exploring new business opportunities, managing exceptional client relations whilst delivering high service standards and developing contacts with industry key players. Displayed robust Sales & Marketing Strategy, Strategic Planning, Budgeting, Forecasting, Product Development, Cost Reduction, B2B/B2C, After Sales Service and Performance Management; Possess excellent leadership in honing team to become an independent top-performing unit, focused on achieving or even surpassing company goals & customer expectations. Acquired excellent planning, analytical, problem solving, decision making, organization, supervising, time management, communication & interpersonal skills; Aspiring to contribute & work actively within Multinational company or any related industry where gained knowledge, expertise and management skills will have a valuable impact.

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| **Strengths** |
| * Gained 26+ years’ experience within diversified industry
* Business Set-Up Capabilities/Superb Managerial Skills
* Prowess in Sales Management & Business Acquisition
* Policies Implementation/Training & Development skills
* Result-driven, Vision & Mission-Goal Achievements
 | * Expertise in General Management/Business Operations
* P&L Management/Operations & Business Administration
* Cost Reduction/Profit Maximization/Revenue Achievements
* Staff Motivation/Job Analysis & Performance Evaluation
* Confident - Divergent and Out of the Box Thinking
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| **Educational Qualification** |

**Bachelor of Law & Police Science (Law & Management) – Police Academy Cairo, Egypt 1989**

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| **Career Progression** |

**Business Development Manger Middle East & Africa –** *MUXOIL Company* **Feb 2016 – Aug**

**Business Development Manager –** *AW-Al Rostamani Group/Shift Leasing & Car Rental, Dubai* **Jan 2014 – Jan 2016**

**Regional Business Development Manager –** *Holiday Autos Middle East, Dubai* **Jul 2012 – Jul 2013**

**General Operations Manager/Owner Representative –** *Hilda Shipping Services, Dubai* **Nov 2008 – Feb 2012**

**Hilda Charter & Boats Rental – Seven Media**

**Document Check Department Manager –** *Fly Emirates, Dubai Airport* **Sep 2005 – Oct 2008**

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| **Core Expertise** |

**General Management**

* Provide annual financial proforma and all appropriate assumptions to the partners, including monthly projections of anticipated revenues and an estimate of expenses and required working capital requirements for the next fiscal year.
* Report to the partners regularly during the year on financial matters including significant variance between actual results and the proforma. Manage and carries out policies set by the Executive Committee and the Partnership.
* Coordinates the timely implementation of the Firm’s strategic plan and chairs the Strategic Planning Committee.
* Spearheaded Chair Meetings and coordinates the agenda for all meetings of the partnership where voting take place unless the meeting is called by a specific partner and not the Managing Partner or the Executive Committee.
* Formulated agendas for all meetings of the Executive Committee and serves as an official member of all standing and ad hoc committees, assuring that those committees are performing the work as per the company policies.
* Schedule regular reports, meetings and communications with the Managers and provide policy, directional and resource management input to matters including financial performance and supports.
* Direct recommendation to the Executive Committee and partner for compensation and bonuses in accordance with applicable firm policies and facilitates a timely annual compensation and appeal process.
* ***Establishing Direction:*** Develop vision and strategies to achieve that vision sets and communicate the long-term direction of the company. Ensure that the short term goals, objectives and tasks are aligned and adjusted in response to outside forces and internal changes that impact achievement of the company’s vision and strategies.
* ***Alignment and Commitment:*** Build consensus throughout the partnership and gains commitment to the vision and direction. Ensure alignment of people that partners’ have input are heard and that opinions are considered through strong communication and effective listening skills and through effective mentoring.
* ***Ensuring Execution:*** Accountable for effecting change and execution of the company’s strategies through the activities and priorities of the Executive Committee and the Management Team; holds people accountable and works with them to ensure that people are doing the right things.
* ***Setting a Personal Example:*** Provide a positive personal example through words and behavior, displays personal integrity, supports the professionals at all levels in the company; takes responsibility for his or her actions and holds others accountable. Fosters a learning organization where mistakes are identified, owned and where the company and its professionals learn from them.

**Director of Sales Management**

* Develop Sales plans and budgets to achieve or exceed the annual sales objectives for the company. Monitor and control the sales budget to ensure optimum utilization of resources.
* Determine annual unit and gross-profit plans by implementing marketing strategies; analyzing trends and results.
* Manage support functions essential to sales force productivity including planning, reporting, quota setting and management, sales process optimization, sales job design, sales training, sales program implementation, sales compensation design and administration, recruiting and selection of sales force talent.
* Responsible for the overall productivity & effectiveness of the assigned sales organization. Works closely with internal & external stakeholders to ensure the appropriate objectives & priorities are enabled with sales organization supported.
* Establish sales objectives by forecasting and developing annual sales quotas for regions and territories; projecting expected sales volume and profit for existing and new products.
* Maintain sales volume, product mix, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors.
* Train, supervise and manage each member of the sales team to ensure that they are complying with policies and procedures, performing to the best of their ability and are up to date on all new commercial developments both within the company and in relation to competitors.

***Marketing Management***

* Managing strategic vendor relations and vendor contracts. Developing and gaining buy-in for company’s market positioning, messaging and annual marketing plan and assisting those assigned to implement it as needed.
* Develop alliances with 3rd parties and approving the organization’s calendar of events. Representing the company’s key community events, firm functions and other meetings.

***Sales Management***

* Spearheaded company’s sales pipeline, helping refine the sales process and assist in closing engagements such as presentation. Review all prospective clients and approved all proposals, ensure the good fit and acceptable clients.

***Accountabilities and Performance Measures***

* Achievement of sales, profit, and strategic objectives for the business unit supported. On-time implementation of sales organization quotas/performance objectives. Achievement of strategic objectives defined by company and management.
* Accountable for thorough implementation of sales organization-impacting initiatives.
* Responsible for the efficient allocation of technology, support, and training resources impacting the sales organization.

***Organizational Alignment***

* Direct the support of sales specialists, implementation resources, service resources, and other sales and management resources as needed, coordinating with the appropriate management level.
* Foster close, cooperative relationships with peer leaders, sales management and sales support personnel.

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| **Proven Job Role** |

**Business Development Manger Middle East & Africa – MUXOIL Company**

* Effectively manage and set up the business development strategy from scratch.
* Conduct analysis of business drivers around existing assets and develop presentations and information to communicate with senior executives and joint owner/partnership. Maintain base revenue and grow new sources of revenue.
* Develop and maintain customer relationships to create business value, understand customer alternatives and competitive forces. Coordinate with engineering and operations to manage daily issues that arise.
* Interpret and negotiate contracts, operating agreements and other legal documents, run economic evaluations to compare options.
* Originate new business opportunities, work with team to help develop strategy and pursue and analyze new venture opportunities. Develop industry relationships to help find opportunities, research and stay current on industry developments.

***Business Development Manager –*** *AW-Al Rostamani Group/Shift Leasing & Car Rental- is one of the largest and oldest business conglomerates in the United Arab Emirates. The group has grown steadfastly and conscientiously over the last 50 years with the guiding principles of commitment, care and vision with a genuine concern for the community.*

* Maximized contact with key accounts, key contacts and other critical people at various client organizations and focus efforts to obtain new work and generation of new inquiries for the business.
* Managed the Sales/Business Development process / pipeline for business to ensure the division achieves sales target.
* Screened potential business deals by analyzing market strategies, deal requirements, potential, and financials, evaluating options, resolving internal priorities, recommending equity investments.
* Secured business opportunities by targeting niche market while employing strategic business development and marketing expertise to identify market needs.
* Direct efforts towards improving revenue, increasing brand visibility and availability of the product in the market by identifying the optional product characteristics that will appeal to the target market.
* Defined, set and impose market and distribution strategy as well as enterprise growth opportunities in line with strategy and within correct levels of authority.
* Developed negotiating strategies and positions by studying the integration of new venture with company strategies and operations; examining risks and potentials, estimating partners' needs and goals.

***Focal Key Achievement’s***

* Played significant role in increasing business volume and achieved a profit of (AED 5 Million).
* Accomplished signing the business contract for the company with more than (25 partnerships) within Government and Public Sector such as Banks, Governments, Embassies, Schools, Airlines, Insurance, Brokers and Online Bookings.

**Regional Business Development Manager – Holiday Autos Middle East** - *Holiday Autos Middle East is a British company sponsored by Dnata and it has been sold out globally and wind up Dubai Office on 2013.*

* Formulated database clientele for the entire Arab Market and effectively managed Middle East& North African region.
* Ensured efficient arrangement of Holiday Autos outdoor events such as DP Golf World Tour Championship, Jumeirah Golf Estates 2012 – Dubai.
* Orchestrated relevant marketing activities such as Advertising Budget, News Papers, Magazines, Flyers & Rollup Banners Advertisement. Developed and implemented action plans that are aligned to marketing programs, branding & promoting the company through the Travel Agencies and ensured achievement of profitability objectives in the region.

***Focal Key Achievement’s***

* **Ministry of Foreign Affairs** – Propitiously orchestrated a big event for 11 days in Abu Dhabi from (Jan 11th till 21st 2013) which include the attendance of (33 Prime Minister’s) and amongst other from different parts of the world, and gained profit with the total amount of (AED 813, 233).
* Successfully developed the direct sales (B2B & B2C).

**Orchestrated the whole gamut of Company Agreements within Government and Private Sector such as:**

* **UAE Ministries**– Ministry of Culture and Ministry of Health.
* **UAE Government Institutions**– Dubai Police, Dubai Customs, ADIA (Abu Dhabi Investment Authority).
* **UAE Petroleum Companies**– ENOC (Emirates National Oil Company), EMARAT (Emirates General Petroleum Corporation).
* **UAE Banks Sector**– Emirates NBD and First Gulf Bank.
* **UAE Rotana Hotels Chain**– Remal Rotana, Villa Rotana and Rehab Rotana.
* Victoriously signed an agreement with (Alrais Travel Agencies) one of the biggest Travel Agency in UAE.
* Propitiously signed an agreement with Cosmo Travel Agency which is representing Air Arabia in Sharjah.

**General Operations Manager/Owner Representative – Hilda Shipping Services, Dubai**

* Directed and oversee the company’s Internal & External stakeholder and dealing with all necessary transactions on behalf of the owner. Supervised and administered all cargo shipments from (Dubai-Comoros-Dubai).
* Worked directly with Comoros Island Ambassador in Abu Dhabi as well as with Comoros Council in Dubai.
* Imparted directly with Dubai Government for application of yachts / boats registrations and licenses.
* Oversaw the production and engaged with the creation process of advertising materials such as website, brochures, video clips, etc. needed by the company or clients such as Sharjah Airport, Dubai Greek Park, Rotana TV Channels, and Abu Dhabi Police Traffic Department.
* Spearheaded the organization’s business such as project plans for UAE, Oil refinery in Yemen, Tourism Company in Egypt, Marine solutions, Hotels & Infrastructure in Comoros Island territories.
* Oversaw all reservations to provide a successful welcome to HSS VIP visitors such as President of the Comoros Islands and Vice President, Ministries and amongst others.
* Formulated Boat &Yacht exhibitions and positioning the company to achieve constant growth and market expansion.
* Conferred meetings or training for crew, particularly with grooming and customer service. Obtained daily/weekly/monthly charter trips report from the sales department.
* Provided financial analysis annually. Resolved problems and issues related to government, partners and clients.

***Focal Key Achievement’s***

* Played significant role by supporting the Owner of the company in achieving the target plans and fully supported in shifting the business. Also assisted the Managing Director to recruit the team in the Comoros Island.
* Acquired privileged by attending the ceremony in Honor with the President of the Comoros Islands.
* Successfully enhanced sales of boat rents up to 30% due to excellent performance.

**Document Check Department Manager – Fly Emirates, Dubai Airport**

* Ensured compliance with management procedures & commitments, with a primary focus on document control & records management, as well as overseeing updates & communicating changes of document control processes.
* Developed and implement document control staff involved in the preparation, documentation and dissemination of controlled documents in accordance with company policies and procedures.
* Lead in document control training, implementation, assessment and improvements. Interfaces with groups inside and outside the organization and serves as a liaison between internal staff and field personnel.

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| **Previous Worked Experience** |

**Proprietor – Taybat Company for Food Industries, Egypt 2003 – 2005**

* Analyzed work procedures and operational problems to determine ways to improve service, performance, or safety.
* Plan menus & food utilization, based on anticipated number of guests, nutritional value, palatability, popularity & costs.
* Oversaw food preparation methods, portion sizes, and garnishing and presentation of food to ensure that food is prepared and presented in acceptable manner. Establish standards for personnel performance and customer service.
* Monitored compliance with health and fire regulations regarding food preparation and serving, and building maintenance in lodging and dining facilities.
* Assessed staffing needs and recruit staff, using methods such as newspaper advertisements or attendance at job fairs.
* Reviewed menus and analyze recipes to determine labor and overhead costs, and assign prices to menu items.
* Established and enforce nutritional standards for dining establishments, based on accepted industry standards.

***Focal Key Achievement’s***

* Owned and managed 2 restaurants in Zahran Mall & Badr Resort both in Alexandria, oversaw financial and operations management.

**Marketing Manager – Oriental Weavers Group for Urban & Development, Cairo, Egypt 1994 – 2002**

* Oversaw sales activities, closed different deals with target clients as well as organized sale operations for different projects (680 villas with 16 different models, 16 duplex with 5 floors building, 260 furnished factories, shopping mall with 295 shops and hotel, entertainment Centre, 2 cinemas and Hypermarket).
* Managed promotional enterprising such as festivals, concerts or exhibitions in the following Hotels Semiramis Intercontinental, Marriott, Hyatt El Salam, Sheraton Heliopolis, Sheraton Kuwait etc.
* Devised advertisement and slogan that suits company’s image for different media channels such as daily newspapers, magazines, landmarks, TV commercials.
* Coordinated with financial management to set up terms of payments and implementing company policies and procedures well as monitoring competitor’s strategy.

**Police Officer/Captain – Cairo Management Security Police Force, Egypt 1989 – 1994**

* Planned, coordinates, directs and controls the operations which fall under command.
* Provided the necessary leadership for the accomplishment of departmental goals and missions by studying crime trends and assigning manpower, material and equipment accordingly.
* Monitored community-policing initiatives in assigned area of responsibility in accordance with the department’s Community Policing mission.
* Patrolled a designated area of the city on foot, on a motorcycle, or in a radio cruiser to preserve law and order, to prevent and discover the commission of a crime, and to enforce traffic and parking regulations.

***Focal Key Achievement’s***

* Spearheaded a section of 99 soldiers & sergeants. Provided shooting & firing trainings for aforementioned officers.
* Performed security investigation work.

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| **Other Skills & Expertise** |

* Sales & Marketing Management, Business Development, Operations & Business Administration, Profit & Loss Management, Solid Management & Leadership Abilities, Strategic Planning & Implementation Skills, Real Estate & Property Management, Client Relationship Management, Advertising & Negotiation Skills, New Business Acquisition and People Management.
* ***Efficiency* –** Adept at providing robust Business Consultancy to deliver substantial growth in terms of market penetration, sales numbers, revenue generation and bottom-line profitability.
* ***Effectiveness* –** Acquired expertise in Key Account Management & Development utilizing strong communication and Relationship Management skills.
* ***Insight* –** Extensive knowledge of current market trends along with critical business and commercial information that help develops executable Sales and Business Strategies.
* ***Management* –** Adept in leading and mentoring Multi-nationality teams to deploy well researched strategies and achieve pre-defined targets in line with company requisites.

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***Professional Developments***

* Successfully completed Real Estate & Business Development Seminars – Cairo, Egypt – 1998.
* Accomplished Business Administration Skills, Marketing Strategy, Advertising Plan & Sales Force from American University Cairo, Egypt (AUC) – 1996.

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***Accolades***

* Awarded with a certificate of appreciation by contributing on Sheik Khalifa Excellency Award.
* Acquired Certificate from Al Rostamani Group as The Most Punctual Person in the year (2014).

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***I.T Proficiency***

* Proficient in MS Office application (Word, Excel, PowerPoint, Email application & Internet).

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| **Personal Details**  |

Nationality : Egyptian

Marital Status : Married

Visa Status : Employment Visa

Languages : Arabic, English

Driving License : UAE Driving License

Reference : Available upon request