



# AHMED ABDELAZIZ ISMAIL

**Senior Sales & Business Development Professional**  
General Manager | Director | Executive Manager

## SKILLS

COACHING & MENTORING  
PROCESS IMPROVEMENT  
CROSS FUNCTIONAL COORDINATION  
RISK MANAGEMENT  
RELATIONSHIP MANAGEMENT

## EXPERTISE

SALES & MARKETING  
BUSINESS DEVELOPMENT  
PRODUCT MANAGEMENT  
BRAND MANAGEMENT  
DIGITAL MARKETING  
EVENT MANAGEMENT  
STRATEGIC PLANNING  
CUSTOMER SATISFACTION  
POLICIES & PROCEDURES  
TEAM MANAGEMENT  
COST CONTROL

## PROFILE

- A Senior Sales, Marketing, and Business Development Professional with over 25 years of robust experience in leading operations, strategic vision, and long-range planning with full responsibility for bottom-line factors, regional product development, and partner relationships.
- Deft in budgeting and mapping market dynamics to draw vital inputs to facilitate marketing/sales strategies to combat competition & sustain leadership position.
- Skilled in understanding business requirements, customer-value maximization & developing new business sales processes and product registration by identifying and developing potential accounts and retaining their business association.
- Adept at executing business plans, aligning business activities to the vision & strategy of the organization, improve internal and external communications.
- Acquired rich experience, predominantly in, brand management, product promotions & launches, client relationship management, and team management across Saudi, Kuwait, Bahrain, and export regions.
- Proficient in driving high-value revenue and profit plans, large-scale cost savings, building prolific strategic alliances to position an organization for long-term profitability and enhance productivity & performance.
- Hold distinction of achieving the EBITDA growth of 150% between 2010-2013, Topline growth 50% between 2010 –2015, and Gross profit growth 90% between 2010-2015, Topline growth 50% between 2019 –2021
- A decisive professional with excellent ability to coordinate with different stakeholders at one time under difficult situations with the ability to bring out the best in others while creating a healthy & friendly work environment.

## EXPERIENCE

### VP - COMMERCIAL DIRECTOR

ARABIAN TILES COMPANY LTD ARTIC / APRIL 2019 – PRESENT

- Head of Marketing, Manage the marketing operations, develop marketing strategies, Cooperate Brand management, Develop and execute the brand strategy, marketing strategy for new and existing products including campaigns, events, digital marketing, and PR.
- Head of commercial for cladding solution business unit, contracting, GRC, GRP, GRG and UHPC, manage construction agreements, commercial relation with clients, sales team, pipeline,
- Manage Sales operations for construction segment, wholesalers, own showrooms and retailers, develop expansion plans, Establish sales objectives by forecasting and developing annual sales quotas for customers and territories as well as reviewing expected sales volume and profit for existing and new products.
- Drive workforce with customer centric approach to understand requirements through creating and maintaining a good environment and a team spirit within the business by effective motivation, mentoring and delegation skills.

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## KEY PROJECTS

INTRODUCTION OF  
E-COMMERCE PLATFORM

SCOPE: LED AND LAUNCHED  
AN E-COMMERCE PLATFORM  
TO PLACE ORDERS FROM THE  
RETAIL NETWORK

RETAIL DEVELOPMENT

GREW RETAIL NETWORK  
NUMBER OF OUTLETS 17%  
BETWEEN 2015-2017

GREW RETAIL TOPLINE 50%  
BETWEEN 2019-2021

## TECHNICAL SKILLS

MICROSOFT OFFICE:

WORD

POWERPOINT

EXCEL

## EDUCATION

BACHELOR OF SCIENCE  
BUSINESS ADMINISTRATION  
ALEXANDRIA UNIVERSITY  
1991

## EXPERIENCE CONTINUED

### REGIONAL SALES AND MARKETING DIRECTOR

HEMPEL PAINTS / APRIL 2008 – OCTOBER 2018

- Manage the sales and marketing operations, develop marketing strategies, study the elements in a sales promotion plan and consider consumer preference to drive business volumes.
- Drive workforce with customer centric approach to understand requirements through creating and maintaining a good environment and a team spirit within the business by effective motivation, mentoring and delegation skills.
- Responsible for managing the organization's marketing activities and supervising the development and delivery of a fully integrated marketing strategy for the business.
- Analyze latest marketing trends & tracking competitors' activities and provide valuable inputs for fine tuning of sales & marketing strategies.
- Control annual unit and gross-profit plans by implementing marketing strategies and analyzing trends, results etc. Oversee day to day activities of the marketing team by ensuring that the marketing objectives are implemented accordingly.
- Ensure marketing strategy progresses according to customer feedback including building customer loyalty, customer satisfaction, loyalty measurement and leveraging customer feedback.
- Successfully hire, handle and encourage the sales force of the assigned areas to achieve a high level of work efficiency and performance.
- Retain sales volume, product mix, and selling price by keeping up to date information with supply and demand, changing trends, economic indicators, and competitors.
- Establish sales objectives by forecasting and developing annual sales quotas for regions and territories as well as reviewing expected sales volume and profit for existing and new products.
- Define the scope, and verify that process and methodologies of customer satisfaction as well as loyalty measurement are correctly used within the company.
- Emerge and provide marketing and communications strategies for the organization as well as handle social media and direct program promotions to improve social media exposure and recognition.

### NATIONAL SALES MANAGER

HEMPEL PAINTS / JUNE 2007 - APRIL 2008

- Responsible for budgeting, sales planning and implementation with active participation of the management across all western regions etc.
- Built and sustained a high performance sales organization for achieving business objectives. Managed the national sales team and national sales revenue within an organization.
- Provided training to include performance appraisals, PIP and salary reviews within the team through field visits, observations and measurement of results.
- Made and implemented effective direct sales strategies and directed nationwide direct sales personnel toward achievement of corporate sales objectives.

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## PERSONAL INFORMATION

DATE OF BIRTH  
15TH NOV 1967

NATIONALITY  
EGYPTIAN

DRIVING LICENSE  
EGYPTIAN, BAHRAIN & SAUDI

LINGUISTIC ABILITIES  
ENGLISH AND ARABIC

EMAIL ADDRESS  
[AAAZEZO@GMAIL.COM](mailto:AAAZEZO@GMAIL.COM)

MOBILE  
+966505640855  
+97339397793

## PERSONAL REFERENCES

AVAILABLE UPON REQUEST

## EXPERIENCE CONTINUED

### NATIONAL RETAIL BRAND MANAGER

HEMPEL PAINTS / JUNE 2006 - JUNE 2007

- Developed custom brand management plans for each product and submitted updating summaries on brand exposure to management.
- Accountable for the development, quantification, agreement and implementation of all retail bonus incentive schemes agreed with the Operations Manager and area sales managers.
- Observed the monthly retail results for analyzing strategic brand and product targets achieved by all KPI's including VOL/VAL/ASP/ & GP %.
- Successfully directed for the development and implementation of brand building campaigns through marketing department and integrated with supply chain.
- Administrated day to day management of the company's retail footprint across the entire business unit as well as operated in the development of strategic retail plans with the operations manager.
- Participated in the integration of agreed retail network strategies with Area Sales Managers and Hempel Retailers' sales staff. Coordinated to control retail price lists and end user pricing with compilation, management.

## OTHER POSITIONS

HEMPEL PAINTS / SOHAR CENTER

- Area Sales Manager / western Province Jeddah Saudi Arabia / Apr 2004 – Jun 2006
- Business Development Manager / Jeddah Saudi Arabia / Sep 2003 – Apr 2004
- Sales Order Processor, Cash Salesman, Sales Executive, technical sales to Business Development Manager / Mar 1997 – Sep 2003, Hempel Paints - Kuwait
- Showroom supervisor - Sohar Center – Poggen-Pohl Kitchens - Kuwait - Jan 1992 – Dec 1996

## TRAINING

- Strategic Thinking & Leadership for Growth Program by the Wharton School - 2015
- Inspirational Leadership by Mercuri USA - December 2007
- Sales Force Management by Hempel Academy - October 2004
- Relationship Management by "Partner in Training UK" - May 2004
- Middle Management Briefing by "Partner in Training UK" Hempel Academy, Denmark - April 2004
- Introduction to Microsoft word XP, PP, Excel by Info-Center
- Managing Total Safety by Hempel Paints - Jan 2002
- Hempel Sales Course by "Partner in Training UK" - Dec 1999 – rewarded best of class
- Paints Technology & Quality Control Awareness by Hempel Academy - Feb 1999
- Sales Course Phase II by "Partner in Training UK" - Dec 1998
- Sales Course by "Partner in Training UK" - November 1998
- ISO Awareness and Implementation by the British of Training and Education - Jan 1998 to Feb 1998