

Raied Ismail Al Nwaiser

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Exceptional proficiency in strategic sales, marketing, product management and client servicing. I have developed marketing strategies that have contributed handsomely to the gross turnover of all my previous and current employers. I also possess extensive experience in market penetration by researching on market trends and formulating sales and marketing concepts to enhance product diffusion into virgin markets and augmenting client base.

I believe my commitment to excellence, ability to work with and lead teams towards achieving great results with my immense knowledge and skill base gives me a unique and informed perspective from which I can add significant value.

Personal Data:

Marital Status : Married
Nationality : Syrian
Date of Birth : 10/06/1969
Place of Birth : Deir Ezzor – Syria

Education:

1988 - 1992 Bachelor of Human Arts / English Literature,
University of Aleppo, Syria
2001 - 2002 Business / Management /Administration Diploma,
The British College of Professional Management, United Kingdom
2001 - 2002 Sales Management & Marketing Diploma,
The British College of Professional Management, United Kingdom
2021 - 2022 Level 5 Diploma in Business Development,
Inspire London College – United Kingdom

Certificates:

2003 - Managing Your Total Brand , Certificate
Building Brands Ltd., Hong Kong

Skills:

- Fluency in both Arabic and English / Interpreter
- Knowledge of Internet and Desktop Software
- Setting Annual Sales Plans
- Negotiation Power with getting the best Conditions
- Event & Trade Show Management , Local & Intl.
- Full Awareness of Saudi market
- Leadership & Team Management
- Intelligence / Marketing Survey & Market Penetration
- Strategic Planning & Business Dev.
- Branding & Product Launch Strategies
- Marketing Strategy / Budgeting
- Bid Management
- Fit- out Construction Management
- Facility Management
- Presentations & PR Management
- Project Cost Control

Work Experience:

Pioneer Leads Est. - Branch of Majed Al Zahrani Est.
Engineering, Contracting, & Facility Management

Jeddah, KSA

06/2013G – Up to Date

Business Development Manager / Facility Manager

Responsibilities include:

- Secure new contracts for the company enabling company growth.
- Providing advice relating the management of projects.
- Recruiting specialists and sub-contractors.
- Identify opportunities, potential sectors & clients and build network of appropriate contacts.
- Find access to decision makers, and turn this into increased business.
- Expanding business scope into new market segments.
- Attending the local and the international trade shows and technical seminars.
- Compile market intelligence on business trends & needs.
- Managing the Annual Maintenance Contract with **Abdullah Al Futtaim Group** from 11/2013 – 06/2016. This agreement has covered (63) branded stores at (7) cities wide Saudi Arabia.
- Managing Annual Maintenance Contract with LUSH Mena – 2016. This agreement has covered (3) branded stores at (2) cities wide Saudi Arabia
- Supervising the Emergency Maintenance Orders with **Fawaz A. Al Hokair & Co.** from 9/2012 – 11/2015. This MOU has covered (+100) branded stores at Western & Eastern Provinces of Saudi Arabia.
- Directing the complete construction works for Fit-Out projects (+10) International Brands
- Complete supervision for renovation works for (+15) fit-out International Brands.

Sanitary Fixtures Leading Supply Branch of Majed Al Zahrani Est. ,Jeddah, KSA
Main Distributor for MUPRO Fixing Systems, OLYMPIA Lighting , GAMI AC Systems

06/2011G – 06-2013

Sales & Marketing Manager

Responsibilities include:

- Established the complete official & commercial formation of the establishment.
- Did communications with foreign manufacturers to secure the dealership agreements for KSA Market.
- Directing & training the sales team.
- Cooperation with the manufacturers for orders / shipping terms/technical support & projects' status.
- Leading the relation with decision makers of the Mega Projects.
- Advising & directing the technical staff to preparing and finalizing material submittals from Consultants.
- Attending the local and the international trade shows and technical seminars.
- Achieving the sales target.
- Approving & adapting of products from ministries and government agencies.

General Manager - Owner

Responsibilities include:

- Directing the Business with the companies that Al Nwaiser Est. is representing at Deir Ezzor District as Sole Distributor:
 1. **Ceramica Cleopatra Group.**
 2. **Zanobia Sanitary Fixtures.**
 3. **Damas Sanitary Fixtures Co.**
 4. **Hamah Stone and Marble.**
 5. **Al Ahliyah for Ceramic and Tiles Chemicals and Fixtures**
- Establishing & following up the Marketing & Sales Plans
- Directing the relations with customers, particularly, the key account customers and contractors.
- Lead, motivate and train the sales team.
- Supervising warehouse operations and distribution process.
- Conducting market survey of outlets to develop market share.
- Financial monitoring of all operations and review of annual budgets.

Confectionery Development Industrial Company – KATAKIT, Syria**07/2008G – 01/2010****Senior Sales Manager – Eastern Area**

Responsibilities include:

- Restructuring of Branch structure and computerizing branch activities.
- Implementing Marketing Programs and tracking results & budgets.
- Achieving over target of the annual sales forecast for the year 2009.
- Launching Market Campaigns for New Products.
- Effective attendance & participation in the monthly period meetings.
- Successfully implemented the retail expansion plan by maximizing coverage in cities & rural areas.
- Leading smart relationship with regular customers; whole sale, & key account.
- Managing store stock and all coordinating orders with logistic department at head office.
- Training & leading of sales team to achieve company planned goals.

Al Amoudi Trading Co. , Saudi Arabia

Sole Agent for ATC & ROADMASTER (Electronics, Home Appliances, Car Media)

11/2005G -06/2008G**Sales, General Manager**

Responsibilities include:

- Established the annual sales plan, including sales target for branches, pricing strategy, & annual contracts.
- Established marketing policy with hypermarkets wide Kingdom and directly supervised these channels.
- Improving sales procedures and activities, and identifying the company profitable market.
- Managing and motivating sales teams and establishing the structure of the branches.
- Identified customer requirements and needs, and visited key accounts dealers to establish a tight relation.
- Expanded and developed formats for dealers position, annual contracts, market geography, etc.
- Did market analysis for all the new items that are planned to be introduced to the market.
- Controlled the stock level and the process of distribution of stock to branches.
- Setting new plans to develop services' centres & showrooms
- Reporting sales data and analysis reports to higher management.
- Effective participation in local exhibitions and promotions.

Branch Sales Manager

Responsibilities include:

- Directed the branch activities (sales, Service center, showroom, and store).
- Instructed, promoted & trained the sales team to achieve company goals & target.
- Controlled the dealers' accounts relating goods' purchasing/debts/payments.
- Planned the dealers' distribution network & established tight relations with dealers.
- Planned & developed new strategies in digital marketing.
- Supervised the goods movement in the stock warehouse, and observed the security & fire fighting system.
- Followed up the Service processing to reflect company standard and customer satisfaction
- Promoted the showroom activities.
- Attended management period meetings & did reports and presentation relating branch activities.

Public Relations / Translator / Facility Administrator

Responsibilities include:

- Organized, attended and reported the constitutional meeting of the General Assembly.
- Collaborated and attended General Assembly Meetings.
- Assisted preparing presentations & booklets of more than ten of the Board of Directors' Meetings.
- Established, organized & updated shareholders data, reports & certificates.
- Translated technical, financial and contractual documents.
- Coordinated the relation with the local & International media to issue Press Releases of company activities
- Conclusion of services agreements and following the implementation process with analytical process.

Admin. / Translator / Facility Supervisor

Responsibilities include:

- Instructed & directed the administrative staff at site.
- Coordination between Project management & Company management.
- Translated hundreds sheets of correspondence, contracts, and reports.
- In charge for all documentation, reporting & correspondence with Project Consultant & Sub-Contractors.
- Supervised the offices' facilities at site.
- Actively attended the project meetings.
- Followed-up the renewal and performance of services' contracts.

Translator

Responsibilities include:

- Translated technical catalogues and commercial letters.
- Conducted English courses for engineers and technicians.
- Maintained and updated project data.
- Did instant translation for technical lectures.