**Hajaj Althanayan**

**🌏** Jeddah, Saudi Arabia

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**Sales & Marketing Director**

Senior management professional with 25+ years of experience in sales and marketing across diverse organizations*.* Acknowledged and applauded by the senior management for consistently rendering superior quality service and generating additional business for the organization the professional career. Seeking challenging senior managerial assignments with a reputed organization to utilize acquired skills in accomplishing organizational growth objectives

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| Core Skills  **Strategy Planning**  **Market & Trend Analysis**  **Sales & Marketing Management**  **Revenue Enhancement**  **Import-Export Management**  **Inventory Optimization**  **Supply Chain Management**  **Vendor Development**  **Liaison & Coordination**  **Team Leadership** | Executive Summary   * Proven expertise in functions of Strategic Marketing/Portfolio management/brand management/SalesForce effectiveness/ marketing across the Middle East markets. * Maintain organizational effectiveness & efficiency by defining, delivering, and supporting strategic plans for accomplishing business objectives * Adroit in managing activities related to enhancing organizational brand name, development, and implementation of strategic initiatives aimed at enhancement of market shares and revenues. * Possess an ability to trigger growth by implementing leadership initiatives in dynamic business environments. * Skilled in overcoming complex business challenges and making high-stakes decisions using experience-backed judgment, strong work ethic, and irreproachable integrity. * Analyze critical customer issues for identifying trends and implement effective mitigation plans for minimizing business impact. * Visionary leader with exceptional organization skills, excellent communication, presentation, and interpersonal skills, capable of resolving multiple and complex issues and motivating staff to peak performance. |

Professional Experience

**Almasiirah International, Jeddah, Saudi Arabia**

**Head – Sales & Marketing Jan 2019 – Dec 2019**

***Responsibilities:***

* Reengineered business strategies based on collated market intelligence on competition and other market trends for enhancing penetration across the target market segment.
* Prepared and maintained product portfolio based on management objectives. Developed backup plans and counter-strategies for coping with adverse market conditions, business exigencies, and changing market dynamics.
* Partnered with the senior management in defining organizational business objectives, other policies, and procedures for maintaining business transparency and matching with various statutory regulations.
* Managed administrative aspects related to negotiating vendor contracts and business agreements and implementing brand strategy.
* Set up and ensured compliance with marketing budgets and forecasts. Implemented effective cost control measures for maintaining organizational bottom lines.
* Assessed team performance and render productivity enhancement feedback. Groomed and mentored potential leaders in the team to take up future leadership roles in the organization.
* Evaluated and presented various status reports at senior management reviews to realign policy decisions based on identified deviations and other related issues.

**Masdar Company, Jeddah, Saudi Arabia Jan 2003 – Aug 2017**

**Senior Manager**

***Responsibilities:***

* Spearheaded day-to-day operations of the company sales force including the development and implementation of annual sales targets based on evaluated changing market dynamics and other related factors.
* Followed up with the companies regarding imports, updated and controlled the sales prices. Identified locations and developed showrooms to enhance market penetration across the assigned territory. (Managed 20 showrooms and 150+ employees).
* Coordinated administrative aspects related to setting up meetings, and assigning salespersons for the new accounts. Identified project managers, products designers, technical experts, and other professionals to set up effective marketing plans.
* Prepared and ensured compliance with sales and marketing budgets and forecasts. Implemented effective remedial measures based on identified deviations.
* Assessed performance and organized training sessions for the sales force based on identified training needs and other business-related requirements.
* Coordinated logistics for organizing overseas travels for medical meetings for the doctor groups aimed at generating additional business for the organization.
* Updated business status to the senior management and other stakeholders through monthly/quarterly/annual sales reports to enable effective decision-making.

Previous Assignments

**Saudi Industrial Export Company, Riyadh, Saudi Arabia Feb 1999 – Jan 2003**

**Manager – Jeddah Branch**

**Al- Yamamah Steel Co. Ltd, Riyadh, Saudi Arabia Jan 1993 – Jan 1999**

**Administration & Purchase Manager**

**Abdul Mohsen Al- Swailem Est, Riyadh, Saudi Arabia Sep 1990 – Aug 1992**

**General Manager – Spareparts & Maintenance**

**Awajam Trading Est, Riyadh, Saudi Arabia May 1978 – Nov 1985**

**Sales Manager**

Education

* **Master in Business Administration,** Cranbourne University, London 2006
* **Bachelor’s degree in Business Administration,** Cranbourne University, London

Certifications

* Diploma in Business Administration from Toronto School of Business, August 1989, Canada.
* Diploma in Marketing from Toronto School of Business Canada, August 1991, Canada.
* Diploma in Human Resource from Toronto School of Business, August 1991, Canada.
* Certificate Quality Management System ISO 9001:2015
* Certificate Workshop Distribution Channels from Saudi Export Development
* Certificate Supply Chain and Management (CISCP/CISCM)
* Certificate Real Estate Marketing.
* Certificate Facility Management.
* Certificate Owners Association.
* Certificate Estate Brokerage.
* Certificate CICCM Contracts Management.
* Certificate Six Sigma.
* Certificate Digital Marketing.
* Certificate of HR.
* Certificate of Block Chain
* Certificate of Yalow Six Sigma.
* Certificate Structuring and Communication.
* Certificate Board of Directors leadership
* Certificate of Corporaate Governance

Personal Details

* **Date of Birth:** 19 December
* **Nationality:** Saudi Arabia
* **Languages Known:** English, and Arabic