

## Raed Basheer Nazer



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## Sales & Business Development

Accomplished & result focused senior business management professional with over 18 years of experience in strategizing businesses, developing new markets, activating targeted sales plans and delivering measurable results, leading to significant increase in sales numbers / volumes, revenues and bottom-line profits; exploring a worthwhile opportunity with a reputed company to deploy skills and insights available at hand, in facilitating business growth on a larger scale

### Expertise In

Strategic Planning

Business Development

Market & Trend Analysis

Product Customization

Customer Need Analysis

Security Product Management

P&L Accountability

Resource Planning & Management

Continuous Service Improvement

Customer Relationship Management

Cross Functional Team Coordination

Tendering / Bidding Analysis for Government & Non-Government Sectors.

### Leadership Strengths & Highlights

- ❑ Proven ability in development & implementation of strategic initiatives aimed at enhancement of market shares & revenues. Finalize agreements/ strategic partnerships with various service providers/ vendors based on business requirements to ensure growth in market shares and enhanced customer satisfaction
- ❑ Expert in aligning business goals with technology solutions to drive process improvements, competitive advantage and bottom-line gains; grounded solidly on business and economic value; Successfully designed & implemented technical solutions, delivering a strong ROI
- ❑ Evaluate existing processes and procedures for redundancy and design new processes to match market dynamics. Analyze critical customer issues for identifying trends and implement effective mitigation plans for minimizing business impact
- ❑ Acknowledged for well-defined understanding of the business-technology interface and capacity to identify and align clients' emerging technology needs with products and services
- ❑ Personality traits include decision making ability and capacity to delivery under pressure

## Professional Experience

**Support Services Group / AI – Hokair Group**

**Mar.ch 2020 onwards**

### **Accomplishments:**

- Sales & Marketing Director – HR Recruitment, FM, Consultation and Security Services (Manned Guarding & System)

### • **Key Profile:**

- Recruiting, training, scheduling, coaching, and managing marketing and sales teams to meet sales and marketing human resource objectives.
- Responsible for researching and developing marketing opportunities, planning and implementing new sales plans.
- Promoting the company's existing brands and introducing new products to the market.
- Analyzing budgets, preparing annual budget plans, scheduling expenditures, and ensuring that the sales team meets their quotas and goals.
- Researching and developing marketing opportunities and plans, understanding client requirements, identifying market trends, and suggesting system improvements to achieve the company's marketing goals.
- Gathering, investigating, and summarizing market data and trends to draft reports.
- Implementing new sales plans and advertising.

- Maintaining relationships with important clients by making regular visits, understanding their needs, and anticipating new marketing opportunities.
- Staying current in the industry by attending educational opportunities, conferences, and workshops, reading publications, and maintaining personal and professional networks.

## **Securitas Saudi Arabia Ltd**

**Dec 2012 – Feb.2020**

### **Sales & Business Development Manager**

#### **Accomplishments:**

- Acquired significant exposure in the field of Security System & Manned Guarding during tenure with the organization

#### **Key Profile:**

- Spearhead activities of the sales team in accomplishment of revenue targets, reengineering business strategies based on collated market intelligence on competition and other market trends
- Collaborate with the senior management in developing strategies and positions by integrating new plans with organizational business strategies and operations
- Evaluate sales data to ascertain product performance and other business factors for implementing mitigation plans.
- Secure potential business deals by resolving internal priorities, evaluated market strategies, deal requirements, potential and financials as well as other related factors
- Maintain regular interaction with existing clients, prospects and business partners in generating market awareness for certain products
- Evaluate & close new business deals by coordinating requirements, developing & negotiating contracts, integrating contract requirements with business operations
- Focus on accomplishing product volume and budgeted product margin by setting up an effective dealer network. Identify & develop potential business deals by contacting potential partners and processing opportunities
- Interact & assist distributors in implementing localized marketing strategies & marketing campaigns ATL and BTL for enhancing business generation
- Define pricing schemes for small / medium range products and services for distributors / customers including price list, bulk discount and reward schemes
- Follow up with vendors in maintaining material delivery schedules across various points of sales. Prepare / align annual budget/ area sales targets to country and regional objectives
- Organize performance reviews / coaching sessions with team members based on business requirements
- Enhance competencies of the sales team through implementation of career development and incentive schemes across the sales organization
- Update business status to the senior management & other stakeholders using detailed reports/ presentations to enable effective decision making

## **G4S Saudi Arabia**

**Nov 2007 – Oct 2012**

### **Area Sales Manager – Security System Division**

#### **Key Profile:**

- Evaluated changing market dynamics and other related factors for defining & implementing detailed business plans
- Focused on enhancing market penetration and revenue generation by setting up an effective distribution network
- Followed up with sales engineers in fulfilling the sales pipeline. Rendered qualitative presentations on organizational products & services to clients and consultants for effectively closing identified business deals
- Participated in workshops, trade shows, seminars to update on industrial trends for implementing the same in day-to-day business transactions
- Analyzed team performance & rendered productivity enhancement feedback. Organized training sessions for team members based on identified training needs
- Prepared & presented various status reports for the senior management and other stakeholders to enable effective decision making

### **Previous Assignments**

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**Sales Manager | Secutronic**

**Jan 2000 – Sep 2007**

#### **Academics**

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- **Bachelor's Degree in Industrial Engineering**, Palestine University

## Professional Enhancement

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- Technical Training – Switzerland 2004
- Sales Training – Riyadh 2006
- Engineering Association membership
- Sales & Marketing Meeting – Greece 2007
- Sales Meeting & Customer Care and ISO 9001 – Jeddah 2011
- Customer Care training – Dammam 2013
- Product Training – Switzerland

## Technical Background Skills

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- Security System - CCTV System – Honeywell, Dahua, Geutbruck, Pelco, & Flir
- Access System – Honeywell, Lenel System, & Maxxess System.
- Fire Alarm System – Siemens, & Simplex
- Firefighting – Tyco,
- Building Management System – Siemens & Honeywell.
- Alarm Management & Access Systems – Lenel & Maxxis.
- Lighting Control – Siemens.
- Intrusion System – Fiber Sense.
- GRMS – Siemens

## Personal Details

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- **Date of Birth** : 26<sup>th</sup> September 1974
- **Languages Known** : English and Arabic
- **Nationality** : Jordanian
- **Iqama Status** : Transferable

~ References: Available on Request ~