**AHMED KHALIL, BEng, MBA**

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**Record-Breaking Division Manager**

**Profit Performance | Market Share Growth | B2B & B2C Partnerships**

**Professional Profile**

Capture growth in highly competitive markets and fuel progress, aligning a company’s commercial strategy while surpassing YoY revenue targets. Guide cutting-edge sales strategies focused on capturing and sustaining competitive advantage in the marketplace. Steer business growth and profitability, forge win-win executive partnerships, train the next generation of leaders, and chart business journeys that develop multimillion-dollar deals.

Market-attuned strategist who orchestrates superior sales and marketing campaigns with authority-level grasp of engineering and manufacturing industries. Expand reach and position brands as #1 or #2 in respective markets. Recruit, develop, and retain the best talent needed to capacitate businesses for sustainable growth and profitability.

**Highlights of Business Value**

* **Grew revenue by 50% and captured 15% market share**, within first 2 years, by restructuring company departments, standardizing KPI reporting, and socializing accountability mechanisms throughout the enterprise
* Recruited to pioneer new sales plan and procedures, **lifting sales performance by 60%**
* **Boosted sales by QAR 3M and surpassed sales target by 25%** by spearheading marketing and promotional campaigns
* Masterminded and developed new product in sales portfolio, **discovering residual value for clients and revenue growth**
* **Outperformed sales targets by 150%** through proactive client support and consultation on model selection, queries resolutions, and unit purchasing

**Executive Expertise**

Business Development & Strategic Planning – Market & Customer Segmentation – P&L Oversight & Reporting

Large Account Management – Net New Business – Budgeting & Forecasting – Compliance – C-Suite Negotiations

B2B & B2C Relationship Management – Go-to-Market Strategies – Territory Expansion – Vendor Management – Contract & Commercial Management – Project Management

**High-Impact Sales Performance & Leadership Career**

**AL OBEIDLY & GULF ETERNIT,** Doha, Qatar 2013 to Present

***Division Manager*** 2019 to Present

* Promoted to ignite growth and position company as market leader, directing 5 functions, spanning Sales, Marketing and Business Development, Administration, Finance and Accounting, Warehousing, and Logistics
* Improved cash flow through masterful 6-figure P&L execution, analysing KPI metrics, preparing financial statements, presenting analysis to executive members, and recommending cost and spend controls
* Grew revenue by 50% and captured 15% market share, within first 2 years, by restructuring company departments, standardizing KPI reporting, and socializing accountability mechanisms throughout the enterprise
* Analyses customer insights, consumer trends, market analysis, and marketing best practices to build successful long-range marketing strategy plan 3 years for new and existing products
* Cascaded corporate vision and values into working environments via employee forums, internal communication campaigns, and management workshops
* Rebuilt sales department and introduced 5-year sales strategy, reversing sales team from state of stagnation, dwarfing prior market sluggishness, and quickly earning reputation for reviving lethargic sales pipeline
* Progressed close rates, deal-cycle lengths, and strategic planning by implementing new analytics and reporting dashboards, enabling executives to identify macro-level deal trends
* Expanded sales opportunities by cultivating relationships and introducing new suppliers to the market
* Coordinates the negotiations regarding the Contract, Claims, Procurement and Contract management.

***Sales & Marketing Manager*** 2013 to 2019

* Recruited to pioneer new sales program and procedures, lifting sales performance by 60%while overseeing a range of pipeline products, such as DI Pipelines (Portable & Wastewater), DI fittings, Manholes Covers & Grates Ductile Iron (Saint Gobain), Pipes Fittings, VJ Couplings and Flange Adaptors (Viking Johnson), Pipeline Drainage Systems, Sewer Maintenance Products, various types of water Valves, Fire Hydrants& Butterfly valves (AVK)
* Spurred regional brand recognition and secured 5+ high-profile projects throughout Qatar, augmenting client base by 150% while achieving ‘Highest Operational Performance’ for 2017
* Enabled double-digit, aggressive growth and carved out new revenue streams via market intelligence, industry research, competitor analysis, financial forecasting, and multi-year business planning
* Lead 2 Sales Engineers to outperform targets by 20%, within 3 months, through one-on-one coaching, training on sales tactics, and re-tooling product presentations
* Boosted sales by QAR 3M and surpassed sales target by 25% by spearheading marketing and promotional campaigns
* Protected physical and financial assets by demonstrating robust expertise in stock scheduling and credit controls
* Increased client base by 30% in 2014 by heading marketing initiatives and negotiating B2B relationships
* Won ‘Sales Manager of the Year’ by exceeding assigned targets by 60%

**AL FUTTAIM GROUP,** Doha, Qatar 2010 to 2013

***Assistant Sales Manager***

* Charged with profit performance for 3 equipment portfolios, delivering best-in-class solutions for regional companies for Air Conditioning equipment splits, Duct units (Carrier, Acson, Aftron & Sanyo).
* Steered sales to 25% uptake, with 40% increase in client base, by harnessing the power of relations for business success, delivering responsive solutions beyond customer’s original request, and rationalizing purchasing with market potential
* Masterminded and developed new product in sales portfolio, discovering residual value for clients and revenue growth
* Challenged corporate consensus and moved Principals past fear to exploit better price quotes, consulting clients on optimum profit margins and market competitors
* Carved out new revenue stream with government agencies by triangulating technical data, air conditioner specifications, and product specs for presentations and approvals
* Masterminded and developed new product in sales portfolio, discovering residual value for clients and revenue growth

**SHEHAB ENGINEERING COMPANY,** Cairo, Egypt 2008 to 2010

***Technical Sales Engineer***

* Outperformed sales targets by 150% through proactive client support and consultation on model selection, queries resolutions, and unit purchasing for pneumatic industrial tools and equipment (Ingresoll-Rand), hydraulic equipment (Enerpac & Power Team) hand tools (Proto), fluids handling system (Graco), sand blasting machines (Clemco), assembly tools, air-line accessories and design within Oil Gas, construction, Assembly companies in Egypt.
* Amplified client base by 50% by conducting in-depth site evaluations, advising clients on site conditions, and devising competitive quotations
* Acquired sought-after oil and gas carrier via through systemic sales promotions and bespoke quotations
* Gathered data and market intelligence and prepped Sales Managers on negotiations, stimulating sales of special products

Foundational Experience

**Operations & Maintenance Engineer**, National Gas Group, Arabia Gas, 2006 - 2008

Education & Associations

**Master of Business Administration (MBA)** – University of Cumbria, 2021, UK

**Bachelor of Mechanical Engineering (BEng)** – Ain Shams University, 2006, CAIRO, Egypt

Awards & Recognition

***‘Highest Operational Performance’,*** as Head of Division – Al Obeidly & Gulf Eternit

**‘*Sales Manager of the Year’*** – Al Obeidly & Gulf Eternit