

Material Status: Married
Nationality: Jordanian
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(Saudi Arabia, Dammam).

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Summary

Experienced Country Sales Manager with a demonstrated history of working in the construction and building materials industry. Skilled in Negotiation, Sales, Business Development, Sales Management, and successful team management. Strong sales professional with a BSc focused in Engineering from Jordan university of science and technology.

Experience working with distributor model (B2B) and channel management. With a very strong background in dealing with end users (B2C).

Experience

• From 01/01/2019 till now, **Country Sales Manager – (Saudi Arabia & Bahrain) at Gale Pacific limited.**

(GALE Pacific is an Australian publicly listed company with over 700 employees globally. GALE Pacific invented high density polyethylene (HDPE) shade fabrics in the 1970's and is today a leading global manufacturer of advanced polymer fabrics including knitted HDPE outdoor fabrics, coated HDPE and PP waterproof fabrics and PP coated mesh fabrics)

_ Developing and executing business plans with full P&L responsibility.

_ Responsible to achieve projected sales budget of several million Dollars along with profit target and cost reduction.

- Implementing Sales management (KPI) in order to achieve/meet the planned yearly target.

_ Developing the sales strategies, plans, policies and processes aligned to Gale pacific overall strategy and vision and ensure their effective implementation.

_ Coordination with Marketing and Finance for sales budgets and oversees the development and management of internal operating budgets.

_ Developing accurate sales forecasts for annual net sales by value, quantity/ product mix, profitability and key account.

_ Drives, supports, monitors and controls a detailed sales business plan for the region and the branches.

_ Working closely with Marketing and Specifications manager to develop, establish and direct channel and distribution strategies and programs, and ensure that these strategies are effectively implemented at the regional and branch levels.

_ Developing effective and efficient sales processes.

_ Developing special pricing policies in coordination with the Marketing department. Controls and monitors sales, pricing, credit etc. by product line, geography and customer.

_ Achieving maximum efficiency on receivable collection control with full adherence to customer credit terms and conditions.

- _ Monitors sales reports, measurement, follow up and achieve sales results by products and geography.
- _ Motivates the sales team at all levels by resolving conflicts, removing barriers and providing positive Recognition and feedback to achieve sales targets.
- _ Coaching the sales team to bring discipline into the selling process.


- From 29/06/2017 till 31/12/2018, **Marketing & Sales Manager at TUV SUD Middle east," Third Party – inspection, Testing, Training and certification provider "** (TÜV SÜD (German company) is a premium quality, safety, and sustainability solutions provider that specializes in testing, inspection, auditing, certification, training, and knowledge services)

- _ Identify up and cross-selling opportunities within existing clients to expand client business relationships.
- _ Support and Focus on Team by driving annual business and budget-planning processes and managing follow-up throughout the year.
- _ Define and implement strategic business development and promotional initiatives as needed.
- _ Identify and manage seminars, congresses, trade show booths, and other marketing-oriented events and activities.
- _ Event promotion, development of targeted invitations and other client communications, concept development, and vendor selection.
- _ Target Account Selling of defined Focus Team areas.

- From 02/02/2014 till 15/06/2017. **Regional Sales Manager at Gertler Middle East.**

(Gerflor (French company) is a global leader in the production and distribution of flooring, wall covering and finishes)

- Lead, manage and motivate the project sales force successfully.
- Implement all sales activities to achieve volume and market share growth, whilst ensuring optimization of the branch's sales force and resources.
- Assess local market conditions, identify current and prospective sales opportunities and develop forecasts, financial objectives and business plans for the region.
- SAP: Using System Application program to run all operational processes needed for sales activities, as well as running all sales reports.
- Develop and implement sales and profitability plans according to account and project management principles that ensure the development and maintenance of account plans.
- Prepare state of the art reports on region performance and present to management on a regular basis.
- Prepare detailed regional sales forecasting reports (in collaboration with Supply Chain) on a monthly basis to Product Managers to enable them to plan their future orders.
- Direct all operational aspects of the Region to include distribution operations, customer service, Credit & Collection, Accounting, HR & Administration and sales in a manner that supports reaching the profitability goals.
- Ensure that all areas of work performance are properly staffed and directed.
- _ Coordinate efforts to improve the customer experience at the point of sale.
- _ Manage product sales growth and individual sales effectiveness by reviewing sales activity schedule.

- From **30/7/2006** till **29/01/2014** with **Hilti International** 
In Saudi Arabia
(Hilti (headquarter in Schaan) is a global leader in providing technology-leading products, systems and services to the worldwide construction industry).

I started with Hilti as "Technical Marketing advisor ". In February 2009 I was promoted as "Key Projects & Accounts Manager". then, I was promoted as "**Business Development Manager**"

Duties and Responsibilities:

- _Setting the Sales management plans.
- _Lead the sales engineers, Business development engineers, and project Engineers, reporting to Sales Director.
- _ Provide training, coaching, development and motivation to bring out the best in each sale and support staff team members
- _ Take on responsibility of orientation of all new staff and evaluation of performance of all region employees.
- _ Good knowledge in Customer Relationship management system (CRM).
- _ Experience in all phases of the business development and sales cycle.
- _Definition and implementation of business plan: penetration, coverage, Top customers & Top projects strategy.
- _Business follow up: projects fact base, key customers assessment & development, potential & new opportunities
- _Analysis of the market, fact base builds up: Defining priorities based on opportunities and segments attractiveness.
- _Driving key initiatives from concept to sales execution
- _Working with my team to achieve the target through these values (Teamwork, integrity, commitment, courage).
- _ Perform client presentations articulating the value proposition of product, solution, and service offerings

- From 7/6/2005 till 1/7/2006, Electrical **Engineer** (Sales and specifications) at **Amer Electric Est.** in Zarqa –Jordan.
(Amer Electric is main distributor for ABB, work through B2B)

Training Courses:

- "Project management professional" PMP
- "Key Project Management" Training. by "Miller Heiman"
- "Basic Training Course, for Hilti' Products"
- "Large Account Management Process Training by "Miller Heiman"
- "High, Deep & Wide Training" by "Miller Heiman"
- "Strategies for Successful Selling Training (SSS)"
- "Technical Writing & Communication Skills".
- "Quality Management System: ISO (9001:2000) & Internal Auditing for Quality".
- "Basic Training Course for Eaton Products"
- "Certificate in organization and management the best event & conference in Gerflor Middle east."
- "Sales Excellence, Training / Gerflor "

Education

- 2000 –2005: Jordan University of Science and Technology (JUST) **B.Sc. in electrical engineering**, majoring in communications and electronics engineering
- 1999-2000. General Secondary Education Examination, Zarqa -Jordan.

Membership

- Member in Jordan Engineers Association (JEA)
- Member of the Saudi Council of Engineers
- Member in institute of electrical and electronic engineers (IEEE), student membership, 2000.

Qualities

- Strong planning and problem-solving skills.
- Ability to handle crisis situations.
- Punctual and very adequate in deadlines.
- Strong management, leadership and interpersonal skills.
- Strong organizational skills.
- Strong negotiations skills.
- Excellent communication skills with work colleagues as well as with other people.
- Reliable and able to work under pressure and in difficult work circumstances.
- Valid driving license in Jordan and Saudi Arabia
- Proficient in computer basic skills including Microsoft Office and internet.

Languages

- Arabic: mother tongue.
- English: writing, reading and speaking (very good).

References

Available upon request