

## FADEL B. ALSHAIKH

- B.Sc Computer Science & IT
- Jordanian Citizen, Kuwaiti Born
- Married, Non Smoker

### Current Address:

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## Professional Profile

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Result oriented professional with outstanding Business Management and Entrepreneurship skills. Strong ability of leading teams and formulating, communicating and executing business strategy. Passionate about creating success and carrying ideas from inception to reality. Over 18 years of executive management, sales, business development, customer services, channel management, and professional experience with achievements in closing mega **ICT/NW/COMM./Physical Security/SW&HW Security/HIS/ERP** projects in private/public sectors, financial planning, budgeting with leading ICT, IT & Healthcare Distributors covering various regions in Saudi Arabia, GCC & MEA region.

## Core Competences

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- Budgeting & Forecasting
- Pipeline development and tracking
- P&L Responsibility
- B2B & B2C Sales Performance Management
- Business Planning, Development and Execution
- Market Penetration Strategy
- Strategic Relationship Maintaining
- Territory and Channel Development
- Multi-million deal closure
- Man-Power & Resources Management
- Vendor and Partner Recruitment
- Product Management, Branding and Launching
- Product Inventory and Availability
- ICT Distribution/Channel/Agent/Partner Development and Management
- Payments/Cashflow Management

## Personal Profile

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- Thrives in fast-paced environments that place a premium on quality decision-making and collaborative abilities
- Self managing with "Go Hunting" attitude
- Initiation and execution of new technical concepts and methodologies to improve service and productivity.
- Exceptional written, communication and organizational skills
- Excellent team building and team management skills
- Record of success in launching new products and technologies, increasing efficiencies, and improving performances of teams and individuals
- Proven experience in utilizing technology to enhance efficiency
- Track record of working with and presenting ideas to various stakeholders and decision makers
- Disciplined and self-driven with excellent proposal writing skills
- Excellent negotiation and influence skills
- Ability to meet tight deadlines, multi-task and stay attention to details
- High tolerance for stress and ability to work well in a changing environment;

## Education

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### B.Sc. – Bachelor of Computer Science & Information Technologies

University of King Edees AISanoussi (GharYounis University)

Benghazi - Libya

### High Secondary School – Scientific Section

Al-Jahez High Secondary School

AIDasmah - Kuwait

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## Professional Experience

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### BD & Sales Manager – DeltaLine\_Intl. Jordan (*Part Time*)

Feb, 2020 – Till Now

Jordan & Iraq

**Delta Line Intl. Jordan**, part of DeltaLine Intl. (UAE/KSA/JOR), one of leading Innovative Sys. Integrators that's "Flying out of Tune" providing highly scalable solutions and managed services in ICT infrastructure & Security projects (Network, Fixed, Wireless & Mobile), system integration engineering, digital services, smart applications.

- Proven records of achievement of sales target +2M JD yearly in the Enterprise Software, OSS/BSS, Cyber Security Services, IP Solution, & IOT.
- Follow up and manage the sales team by developing plans and strategies to achieve the goals and objectives of the company.
- Identifying and converting business development opportunities across sectors (Healthcare/Public/Banks/...)
- Review pricing and service levels and suggest the profit margin case by case.
- Provide support to the GM/CEO/Shareholder in prioritizing new projects/Tech vendors in Jordan & GCC
- Manage both long term and short term relationship with Public & Private sectors.
- A prime interface to customers on technical & commercial matters and lead customer engagements, from initial contact to solution deployment.
- Work with customers for better understanding their business and develop sound solutions to meet the customer's business requirements & budget.
- Build long-term & short-terms relationship with CxO/Decision Makers in Public/Private/Health & Service Providers.
- Manage accounts, including forecasting, quota attainment, sales presentations and opportunity management.
- Drive pre-sales, organizing advance proposals for bidding and project operations, to increase success in projects and improve quality of service.
- Handle the solutions presentation, client's executives meetings, and discussion of proposals.

### SELF EMPLOYED (*Freelancer*)

Dec, 2018 – Jan, 2020

Amman, Jordan

### Country Sales & BD Manager – DeltaLine\_Intl. KSA Co.

Oct, 2011 – Nov, 2018

Riyadh/Jeddah/Khobar, Saudi Arabia

**Delta Line Intl. Co**, leading Security (Hardware & Software HW/SW) ICT "Technology Boutique" providing End 2 End tech solutions in IT & Comm. Industry (Enterprise NW Solutions, AI, Datacenter, Enterprise Voice Solutions, Virtualization, Cabling, Cloud Computing) and Hardware security solutions (Physical Security Solution, Audio Video, Building Management Sys, Nurse Call Sys, CCTV Sys, Intelligent Lighting Control Sys, Public Address and Voice Evacuation Data Sys, IP Telephones, etc...)

Some of my responsibilities are, but not limited to:

- Looking for new business initiatives in the market which can be converted into revenue generating opportunities in line with business objectives.
- Direct and control sales team operations & functions across Saudi main three regions (E/C/W) so that agreed targets and objectives for Delta company projects are achieved by sales force.
- Review and monitor the sales figures against forecasts, analyze and interpret trends and capitalize on data to maximize sales and profit.
- Set sales targets, plan and training inputs for sales team as per the company objectives & ensure achievement of individual target by sales team members.

- Develop and implement strategic sales plans and forecasts to achieve business objectives, increase revenues, and maximize margin; also to ensure the sales strategy is in line with the overall strategic plan for the DeltaLine Co.
- Manage DeltaLine Intl. allocated resources to ensure effective implementation of processes and achievement of assigned: KPIs, P&L, GM, Bottom and Top Line Targets.
- Set sales targets, plan and training inputs for sales team as per the company objectives & ensure achievement of individual target by sales team members.
- Monitor sales process aspects (such as initial customer contact and reception, clarification of need, identification of prospect, follow-up on initial contact, final closure of sale and quality of sales documentation) to ensure quality in the entire process.
- Proactively promote DeltaLine projects through alternative direct sales channels (exhibitions, road shows, networking events, Saudi Public Sites).
- Provide and coordinate technical training as required for new product launches and existing product support.

### Channel Sales Manager – OXYGEN ME; (Value Added Distributors)

Sep, 2007 – Sep, 2011

*Saudi Arabia, Bahrain, based in Riyadh*

**Oxygen ME** is a leading mobility solution value added distributor, focusing on designing, distributing, and implementing high performing secure wireless and security solutions in ME region. Oxygen ME is the official distributor for several wireless and tech. vendors, including **HP-ARUBA networks**, the market leader for enterprise WLAN solutions and other based-in wireless technology like (**Vocera** Communication, **AeroScout** "Medical Solutions", **Fluke Networks**, **Certes NW**, **Arista**, **Aptilo NW** and **RedSeal**). As Distribution Manager; I should provides leadership, management and strategic direction for the Distribution Channel Segment within the assigned territories for all serviced market segments of the molding compounds business, and across product lines. Some of my responsibilities are, but not limited to:

- Managing and developing business relations for existing Oxygen ME alliance partners/reseller and approaching new potential strategic partner in KSA/Bahrain on a frequent time.
- Providing frequent on site and in-person technical, sales, and material/product support to the distributors and their end-customers
- Primary focusing on promoting, selling and penetrating local & regional markets to introduce ARUBA NW technology & other products for partners and end users (Public/Enterprise/SMB).
- Develop a strong business relationship with Oxygen ME technology vendors and maintain a high level of smooth and open channel communications.
- Handled -personally- Oxygen ME strategic accounts, business relation (in coordination with partners) with decision maker to increased indirect sales by demand creation.
- Aggressively drive partners/reseller to maximize sales efforts and total partnership potential through sales best practices, training and supporting in different levels.
- Handling each sales orders/quotations/queries/projects/visits and provide actual status to partners/reseller and upper management.
- Communicate masterfully with partners/reseller on new products, services, technology, and training offerings.
- Preparing, updating & discussing my monthly "commit. file" report of pipeline and forecast with management.
- Work closely with Oxygen/Vendor marketing dept. to drive programs, events, seminars, and road shows to extend the relationships with partners/reseller to new prospects.

## Territory Sales Manager – IT Security Training & Solutions - I(TS)<sup>2</sup>

July 2006 – Aug, 2007

Riyadh, Saudi Arabia - Public Sector

Information Technology Security Training & Solutions – **I(TS)<sup>2</sup> Co**; is the Middle East's premier provider of integrated IT Security Solutions, Cloud Computing, Security Consulting Services and Security Training & Certification, ISO 2700 certification and delivering End-2-End Security Solutions (E2S2). *Some of my responsibilities are, but not limited to:*

- Managing and coaching a high calibre sales team to achieve I(TS)<sup>2</sup> sales target and goals.
- Develop a strong business relationship with I(TS)<sup>2</sup> technology partners and vendors such as (MS, TrendMicro, Ruckus NW, Kasperski, Juniper, Cisco, Symantec, Qualys, BlueCoat, Citrix, VeriSign, HP/ArcSight, TippingPoint, Dell-Sun etc) and maintain a high level of smooth and open channel communications.
- Forecast accurately and effectively on a weekly, monthly, and quarterly basis
- Developing, executing a sales and business plan with current potential business associates that provides clear direction for the consistent growth of I(TS)<sup>2</sup> business in the market.
- Handled the strategically accounts, business relation with decision maker
- Close key opportunities for I(TS)<sup>2</sup> solutions, services, and technologies within the assigned accounts and succeed in winning opportunities against major competitors.
- Identified target accounts that are strategically for the I(TS)<sup>2</sup> business sustainable growth and worked hard to penetrate those accounts.
- Maintained an excellent relationship with our clients whether in Saudi Government sites or Private sectors and developing a close relationship to maintain true loyalty.
- Monitored the approved business plan progress via the different department and reported progress.
- Developed consensus of the customer satisfactions and developed plan along with management to continually improve our customer satisfaction rating.

## Sales Manager – AlJeraisy Computer & Telecom Services

May, 2003 – June, 2006

Riyadh, Saudi Arabia - Public Sector

**JCS** is one of premier ICT Hub company specialized in Computer Hardware Solutions [Computer Peripherals, Telecom Peripherals & services, Networking Peripherals] and Software Solutions [CRM, Custom Development, Tailored Projects]. JCS part of a billion revenue group called "AlJeraisy".

- Responsible for managing list of major public and private accounts in the different area of KSA
- Managed a team of 4 account managers covering various areas in Saudi region.
- Promoting, penetrate and propose solutions; develop functional specifications, hardware and software application, and configurations for new and existing customer such as Network Infrastructure, Enterprise Systems, SAN & NAS solution, Network & System management, Operating Systems, Security, Enterprise Business Solutions, Outsourcing, Consultancy services, and SLA.
- Managing with confident the business relationships and coordination between JCS and its customers.
- Exposed to a wide range of products and vendors, such as (IBM, Microsoft, Huawei, Cisco, Fujitsu Siemens, Netapp, Lenovo, HP Compaq, Dell, Symantec, Citrix, Cyber guard, Oracle, CA, Gartner, Nexana, and EMC2).
- Prepare monthly target accounts list and action plan as well as a weekly and quarterly reports
- Creating and executing account plans and strategies and provide detailed needs assessment reports
- Review all contracts and obligations as well as ensure compliance. Negotiates contract renewals and modifications as required.

## **Sr. Sales Account Manager – United Business Machine (IBM Jordan)**

*Amman, Jordan plus Iraq & Palestine Territories*

**Mar, 2001 – Apr, 2003**

**UBM, an IBM Jordan** Specialized in Providing **IBM** full line technology and Services (IBM Laptop, PC, desktop, Servers, Mainframes, LotusNotes, and Point of Sales PoS, Diebold) & High End Networking Solutions [Cisco Products; golden partner], ERP Solutions [JD Edwards].

- Handling the responsibility of Selling, Promoting and Marketing IBM products and services over Jordan, Palestine & Iraq regions.
- Responsible for managing list of major non government accounts in Jordan and Palestine like GSM Operators, Commercial Banks, Private Universities, well-known Hospitals Clinics, and ISP companies.
- Establish Customer base with adequate information customer profiling.
- Provide, Implement the sales plane & tactics and meet sales targets.
- Conduct sales & products presentations, demonstrations to my company.
- Negotiate sales contracts with customers, enterprise and private businesses.
- Follow up and maintain consistent contact and communication channels with customers.
- Follow up the company's obligations to ensure daily delivery of products and services to Customers.
- Prepare sales reports as required by the management.
- Writing technical Proposals and customer Quotations.

## **Sales Account Manager/ AlJubail Branch Supervisor – SOMAC Electronic Systems**

*Eastern Province, Saudi Arabia – Industrial Sector(Oil, Gas & Electricity )*

**Apr, 1995 –Jan, 2001**

**SOMAC SES;** SOMAC Electronics Systems Ltd. Co. (SES) is part of SOMAC United Group specialized in providing advance Electro/Electrical/Telecom Solutions. SOMAC Works with advance technology companies worldwide, for the Integrations security systems (ISS), CCTV's, Road Blockers, Communications Systems, Access Controls Systems, UPS Systems. SOMAC also Specialized in Deploying & Implementing Security Solution [Software ERP Solutions [SAP] plus other Software Solutions [EDMS, B2B, e-Payments, Web enabling], Hardware Solutions [Unified Messaging Sys. Computer and NW Peripherals].

- Overall operation of the whole Eastern Province area "Dammam, Dhahran, Khobar, Jubail, RasTannoura, Ehssa" that include sales, marketing and services Sectors
- Handling major VIP accounts in Saudi Western Area including SABIC Affiliates, ARAMCO, and SCECO East plus various medium groups in the area in terms of providing top niche Electrical/Telecom Solutions Security products and services, implementation and project coordination management.
- Penetrating corporate companies (AlRazi/Sharq/Hadeed/Kemya/Sasref/Sadaf/Sadara/Chevron)for securing new business/deals opportunities, maintain strong business relationship and loyalty .
- Develop new major accounts with "SABIC & Aramco main industrial contractors" for business expansion.
- Monitoring and implementing customer satisfaction & trust principles
- Control of sales, services and daily operational workforce for SOMAC branch in Jubail Industrial area.
- Planning to participate in various events, exhibitions and seminars in the area & outside.
- Forecast Manpower requirements, budgets, planning and supervising company sales activities.
- Conducting seminars and presentations at customer's remote sites.
- Controlling, supervising, training and motivating sales account staff.

**Jr. Programmer, Sys Analyst & Tech Support - IDEAL SOFT Co.(Apple Macintosh)**

**Jan, 1993 –Feb, 1995**

*Amman, Jordan – Healthcare & Education*

- Prepare, plan, analyse, design, writing and implementing programming codes using Oracle tools for Software application Healthcare and medical functions.
- Selling an in-house development Software for “IRIS & Facial recognition” tech mainly for Public “police, immigration, and prisons” plus Banks sectors.
- Selling an in-house development Software for ERP modules like HR/Accounting/Payroll/POS named “I-Soft”.
- Selling an in-house development Software for HIS (health information systems) named “e-Hope”.
- Programming, selling, promoting, marketing and troubleshooting Apple Mac. Products/Services in Jordan.
- Providing Apple Mac. Services to different customers.

**References**

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Shall be furnished upon request