



## Abdullah Suleiman

Business Development, Sales,  
and Marketing Manager

- +1 (561) 720-3666
- eng.asulman@gmail.com
- linkedin.com/in/engasulman
- Houston, Texas, United States

### Professional Summary

An enthusiast business administration (MBA) graduate, industrial engineer, & Google-certified projects manager. A seasoned pro who can get your organization's foot in the door and its plans on the calendar. An astute networker who builds deep relationships within and across industry sectors, always looking to help foster connections for other people, maintain your business interests, enhance your company image, & representing your corporate values. I'm passionate about bringing ideas to life, finding creative solutions with the experience of solving complex problems, working with cross-functional teams, managing client relationships, administrating contracts, and coordinating logistics. Highly effective in sales, marketing, business development, project management, & coaching employees.

### Core Competencies

- Customer Relationship Management - CRM
- Product Lifecycle Management - PLM
- Strategic business & marketing planning
- Financial and business acumen
- Sales & key accounts management
- Network development & events management
- Solid decision-making & leadership capabilities
- Great time management & organizational skills
- Excellent presentation & negotiation skills
- Effective stakeholder communication skills

### Professional Experience

#### Business Development Director

WRV Group

03/2018 – Present

Houston, Texas, USA

*Solar Energy, Software Development, Building Materials, Interiors, Facade, Health Care, Auto Trading, Logistics, & Transportation*

- Managing innovation & providing recommendations on commercial strategies, sales tactics, marketing plans, KPIs, segmentation, overall offering, product lifecycle management, & margin optimization across all business segments.
- Providing day-to-day management, support, & continuing operation of effective training programs initiatives from conception through delivery & analysis to support the sales organization's growth goals and expansion objectives.
- Identifying current commercial demands, opportunities, customer needs, market trends, & industry best practices.
- Leading the customer service culture and fostering relationships with key clients, vendors, partners, & investors.
- Facilitating executive performance review meetings to drive actionable outcomes on the growth objectives and ensuring that the associated decisions are fully communicated/validated by the top management & shareholders.
- Proudly, Designed, planned, & now managing "The Sales Performance Improvement Program" across WRV Group.

#### Senior Business Development Manager

GGICO Holding, Gulf General Investment Co.

01/2011 – 07/2016

Dubai, UAE

*Investment, Industrial, Urban Development, Real Estate, Hotels, Lubricants, Marine, Building Materials, Aluminum, Pipes & Fittings*

- Responded to management requests for data-driven analysis of business trends, market research, benchmarking, and performance metrics to identify problems, opportunities for improvement, profitable business opportunities, overall offering, strategies for expansion, and developed business plans to be a roadmap for growth.
- Delegated tasks and provided educational training to pre-sales, sales, marketing, & business development teams.

- Identified potential new clients, implemented business plans, monitored progress, established performance measurements, tracked outcomes, adjusted plans, & optimized resource allocation to meet sales targets.
- Maintained monthly reporting system on marketing performance, sales forecasting, project status, & KPIs.
- Represented the Company in all events, tradeshow, and meetings; also developed an excellent relationship with clients & community stakeholders to enhance the reputation & value proposition that is taking to the market.
- Established effective business relationships with industry leaders & trade associations across multiple countries.

### Product Manager

01/2008 – 01/2011

SFFECO Global

Dubai, UAE

*Fire-Fighting equipment, Fire-Fighting Trucks, Mobile Healthcare Units, Pumps, Hydrant Systems, Fire-Rated Doors & Ironmongery*

- Managed sales pipelines, opportunities, client relationships, marketing campaigns, & product lifecycle by CRM.
- Identified customer needs, market segmentation, product line, offering, brand positioning, and value proposition.
- Negotiated agreements with clients and local authorities for compliance with technical & regulatory requirements.
- Supported the conceptualization, design, development, and testing of the product, successful implementation of differentiation strategy, & effectively created comprehensive marketing plans for all products in all markets.
- Actively participated in industry tradeshow, conferences, networking events, and client on-site and off-site meetings that led to publicized company's capabilities, reputation, core values, & expanded brand awareness.

### Project Sales Engineer

01/2006 – 12/2007

Anfal Dalton Saudi Group

Dubai & Abu Dhabi, UAE

*Automatic Doors, Rolling Shutters, Garage Doors, Barriers, Road-Blocker, Uni-Park, Windows, Gates, Sandwich Panels, Hollow-Metal Doors, Fire-Rated Door, Hardware, Security/Guard Solutions (Wayne Dalton, Lift Master, Somfy, NICE, CAME)*

- Managed complex sales cycles from initiating contact, qualifying, proposing, developing, and closing to repeating business and identified business opportunities, key decision-makers, strategic accounts, & sales forecasting.
- Prepared and responded to price proposals, pre-quals, pricelists, tenders, & sample/drawing/document submittals.
- Ensured that all project deliverables, models, materials deliveries, & installations were completed on schedule.
- Collaborated with design architects, engineering consultants, & contractors to get deals and go on vendor listing.

### Education & Certification

---

- Master of Business Administration Degree- MBA, Management (GPA 4.0/ 4.0) Jan 2018  
American Intercontinental University Houston, Texas
- Bachelor of Science Degree, Industrial Engineering Feb 2005  
The Hashemite University Zarqa, Jordan
- ✓ Microsoft Dynamics CRM, Project, Share point, & Office Suit @New Horizons IT Dubai
- ✓ Microsoft Solution Selling Process (MSSP)@New Horizons IT Dubai
- ✓ ISO 9001:2000 & ISO 14000 Appreciation and Interpretation @Lloyd's Register Jordan
- ✓ Salesforce CRM @Salesforce.com USA
- ✓ Google Project Management @Coursera.org USA

### Honor & Awards

---

- Delta Mu Delta (ΔΜΔ) International Honor Award in Business, Delta Mu Delta Honor Society, Illinois, USA
- Seven Academic Achievement Awards, American InterContinental University, Texas, USA

### Personal Information

---

- Year of Birth: 1981
- Nationality: American-Jordanian
- Marital Status: Married
- Driving License: Jordan, UAE, & USA