

## Curriculum Vitae

A Development Manager with over 13 years of comprehensive experience in Development Management including feasibility studies, financial reports, design management and master planning, market research, due diligence and business planning in line with international best practice standards for complete Development Management Services.



A proven track record and a broad knowledge base of business planning related to property development and finance reports with excellent presentation skills.

Comprehensive experience in business planning in general and specific civic utilities and amenities on a city or municipal scale, in addition to Management of business development issues including but not limited to: Funds Management, incentive schemes, Joint venture advisory and new businesses planning and feasibilities.

An accomplished team leader with sound organization and interpersonal skills; an ability to deal a wide spectrum of teams including, Architects, Consultants, Project Managers, Cost Mangers, sales teams, operators, and other service providers.

### Education (Supports will be provided upon Request)

- Strategic Selling Techniques (Nobilia ACADEMY)  
Saudi Arabia - Riyadh in October 2015
- Differentiated Selling (LIFE FITNESS ACADEMY)  
Saudi Arabia - Riyadh in April 2015
- Successful Sales Skills (MEIRC Saudi Arabia)  
Saudi Arabia - Riyadh in Feb 2015
- Time Management (First Derasaat Training Center)  
Saudi Arabia - Jeddah in Dec 2014
- Strategic Selling Techniques (First Derasaat Training Center)  
Saudi Arabia - Riyadh in April 2013
- Resistance Sales Demonstrations (CYBEX Research Institute)  
Saudi Arabia - Jeddah in April 2013
- Cardiovascular Sales Demonstrations (CYBEX Research Institute)  
Saudi Arabia - Jeddah in April 2012
- Management Business Model (LIFE FITNESS ACADEMY)  
Saudi Arabia - Jeddah in April 2012
- A Degree in Law (July 2007)  
Faculty of Law - Aleppo University.
- In the management of sales, develop & open the new markets  
Saudi Arabia - Jeddah in April 2012
- Delay Analysis Course.  
Saudi Arabia – Riyadh Marsh 2011
- Commercial letters in English and methods of debt collection  
Aleppo - Syrian Arab Republic November 2008.
- Accounting and financial feasibility of economic planning  
Three Modules out of eight completed (Target Completion Dec 2005).  
Aleppo - Syrian Arab Republic Dec. 2005.

### Personal Information

- **Name & Surname** : Mohammed Fawaz Ghadri.
- **Nationality** : Syrian.
- **Social Status** : Married.
- **Date of Birth** : 20-April-1986.
- **Current Contact Address** : Riyadh, Saudi Arabia, Mobile 00966 564576660,
- **Email** : fawazghadri@gmail.com.
- **Visa Status** : Resident – Saudi Arabia.

### Summary of Skills

- **Comprehensive understanding of Property and Real Estate Development chain (Best Use, Development and Investment Feasibilities, Design Management, Sales & CRM customer relationship management, Marketing, Construction Management, and Operations & FM.**
  - **Good command in setting out strategies and business plans outlines for the different stages of Development (Investment, Development, and Operations / Management).**
  - **Comprehensive understanding of Real Estate legal aspects: Contracts, Agreements, Escrow (mainly in Middle East area).**
  - **Comprehensive understanding in large scale master plans including planning of operations of utilities and civic facilities.**
  - **Excellent Presentation Skills including preparing and conducting presentations to High Profile Government Officials (in Arabic and English), as well as presentation addressed to the Boards, Clients and Banks.**
  - **Excellent knowledge in Business and Finance reports by using Excel.**
  - **Team leader and able to achieve under pressure and tight mode.**
  - **Sound organizational and interpersonal skills and Ability to deal and/or work with Different Teams and Organizations (Investors, Investment Banks, Developers, Consultants, Project Managers, Contractors, Etc....)**
  - **Able to quickly understand complex problems and advise effective solutions.**
- Office Experience and field management, studying and improving Operations and Procedures**

### Professional memberships

**Member in PMI (Project Management Institute – Syria) (ID 1084310)**  
**Member in the Syrian Computer Society (SCS)**  
**Member in PMP (Project Management Professional– K.S.A) (ID 2772392)**

### Languages

- **Arabic** : Mother language,
- **English** : good skill (reading, writing, conversation)

### References

Available upon request

## **Professional Experiences**

### **1 - 30- September 2018 – To Date**

**Factory Manager – Alomraniah Wooden Products Company - Riyadh – KSA**  
Alomraniah Wooden Products Company is part of the Saleh Almudayfer Sons Holding Companies, who have significant business interest in a wide range of activities throughout The Kingdom.

**Report to: Owner.**

**In agreement with the management ... the company's objectives have been changed and a new strategy has been developed that is in line with the market, which is**

**Furniture & Joinery \_ Fit out \_ Decoration \_ Art work**

#### **DUTIES:**

**- Work closely with board of directors and committees, informing, assessing, and - Work closely with board of directors and committees, informing, assessing, and addressing issues that affect the organization**

**Oversee the daily operations of the organization, providing executive direction of all program strategy, compliance, quality assurance, and program efficiency**

**Identify and implement staffing requirements for efficient operations, maintaining a strong culture and work climate that attracts and retains staff, and drives the organization's mission**

**Represent the organization and increase awareness by being the spokesperson**

**Create complete business plans for the attainment of goals and objectives set working alongside the board of directors**

**Developing and directing organizational strategy, Drafting, organizational policies and philosophies, overseeing day-to-day, business activities, Conducting performance**

**reviews, preparing comprehensive budgets, Reporting on revenue and expenditure**

**Creating sound business plans, coaching department heads, Overseeing financial accounts**

**Monitored monthly budgets by controlling expenditures and costs within approved limits, as well as guided and supported supervisors in implementing operations and quality control procedures. Coordinated the maintenance of machines and buildings for factory operations handled and resolved staff matters and customers' inquiries**

**Expedited supply of raw materials, arranged procurement sheets, to ensure quality of products, availability of materials and smooth execution of production schedules in accordance with order specifications**

**Executed marketing and business plans, verified production orders and contracts reviewed and approved all quotations and shop drawings in line with company and owner's policies and product specifications**

**Plus, duties which mentioned below**

**Initiating lean furniture manufacturing processes**

**Preparing capital investment programmed for the upgrade of the production facility**

**Identifying kiln drying requirements and the purchasing of all new production machinery for the furniture element and plywood production**

**Study of Projects & Tenders, Preparation of Offers, Shop Drawings, Supervision of**

## **Manufacturing & Furnishing**

### **3 - 09 July 2016– To 30 September 2018**

**Sales Manager– Abdullah Hammad Alsea Company (ixina - Cuisine Plus-Linea décor)– Riyadh – KSA**

Alsea Company is It deals with a group of international brands for wooden kitchens, owned by Al-Essa Company

**Duties:**

- Knowledge of business and sales plans
- Achieve business sales and target collection
- Train and support teams on strategic sales techniques and performance monitoring
- Feedback on competitors' prices and market activities
- Stay in touch with recurring customers and help them take advantage of better solutions
- Maintain good personal relationships with customers and ensure long-term engagement to retain high customers
- Update customers about new product releases and help them improve successful installations
- Distribute sales to sales consultants
- Follow-up daily with sales consultants
- Assist sales consultant, in order to close deals
- Organize the work of sales consultants
- Standardize and analyse the daily sales team business report
- Report outstanding receivables
- Sales and forecast collection
- Update signed contracts with expected delivery date

### **4- to 23 February 2013– to 09 July 2016**

**Roots Group Arabia Company (a subsidiary of the Group of Companies bin Laden) Jeddah - Saudi Arabia.**

**Positions Held: Sales Supervisor for tools and building materials**

**Report to: Chief Development Officer.**

Company provides a range of Arab Radicals Services supply all the equipment, the largest real estate development projects in the regions of the Middle East, Egypt - United Kingdom - China – Malaysia

**DUTIES:**

Supervisor, development, marketing and supply in the development team integrated responsible for managing the project of the Holy Mosque in Mecca - King Abdul Aziz Airport in Jeddah - Saudi universities - the development of the city of Riyadh and facilities of the contract and conduct Real Estate complete and reports development management, business development and strategic developments of another run by the Bin Laden Group, Saudi Arabia.

For more information about the group please visit Arab roots [www.rootsgroup.org](http://www.rootsgroup.org) Management of various disciplines including marketing, sales, customer relationship management, and legal processes, city, and business development for the implementation of development and business development.

These roles (in general) are:

- Sales Management Development Program.
- Consolidation of budget
- Consolidation costs and cash flow
- Smart Services Technology Advisory
- Management consulting services including: market research, consulting and

marketing management, sales management, consulting legal ownership and customer relationship management, and services bidding and negotiation.

- Management action plan for the preparation, construction and operation of an outline for new areas in the Kingdom.
- Business Development, including issues but not limited to: the management of funds, and incentive plans for developers, “consultant joint ventures, new businesses planning and feasibility studies.

**NON-PROJECT SPECIFIC:**

- a. Member of Task Force Team responsible of reviewing and Implementation of LEED requirements.
- b. Carry out Detailed and comprehensive International Business Development Researches to expand the company’s operations outside K.S.A. Target districts undisclosed for confidentiality reasons

**PROJECT SPECIFIC:**

**a. BUSINESS PLANNING AND FINANCIAL UPDATE:**

- Prepare and update Project Feasibility and Business Plan.
- Prepare and Update Investment and PCG (Project Control Group) Meeting related reports.
- Analyses and Sensitivities.
- Monitor and guide sales phasing and collection process.

**b. GENERAL BUSINESS DEVELOPMENT ACTIVITIES & MANAGEMENT/ LEADERSHIP AND CLIENT RELATIONS:**

- Conduct Market Studies: macro-economic and project-specific focus.
  - Prepare and develop high-level risk analyses, risk mitigation strategies.
  - Leadership and direction of all associated and third-party service providers.
- c. Established good relationship with Authorities as part of permit management.
  - d. Liaising with Governmental Bodies (Municipal, RERA (Real Estate Regulatory Authority)
  - e. Coordinate Between Deployment and other disciplines (Sales, Marketing, IT, Etc.).

April 2014 – 31 December 2014

Establish SILVER EL-ENMA’A company LTD (Grand Dior) one of TAIBA CO. for golden & jewelry group in partnership with bin Laden for ceramic, porcelain, marble, soled door wooding with access system tech. (Project’s development manager)

**5 - 10 February 2008 - 23 February 2013**

Delta Marketing - Department of Sport and Recreation... Services company dealing with medical devices and sports accessories

**Position:**

**Sales Manager Western Region - Saudi Arabia**      *projects + retail brand Leaf Fitness*

**Duties:**

- Development of methods for selling and planning the annual target and hashed over the year
- Prepare and update the study and Action Plan
- Directing team, consisting of nine people, each according to his abilities and orientations in sales
- Access for all educational facilities in Saudi Arabia and processing, for example, but not limited
- To (win the project, King Abdullah bin Abdul Aziz for the development of public education in the
- Kingdom by establishing more than 2,000 educational facility housed in a building a health club
- Maintaining the strategic partnership between Delta Marketing and Saudi Armco to equip all of its

- Facilities around the Kingdom Bonita healthy
- Health Clubs in the development of the Royal Commission of Jubal and Yanbu and opening more
- Clubs and equipment, operation and development
- Preparation of monthly payment certificates.
- Prepare monthly reports.
- Follow up on all applications.
- Know the status of the inventory of goods
- Follow-up activities at the site reports.
- A detailed explanation of each of the client's specification device
- Achievement target sales at every stage of the year
- 1 January 2011 - 1 January 2012 - Sales Consultant banks

Dissemination of experience at the level of Riyadh - Jeddah - Al Khobar

- Preparation of monthly payment certificates.
- Prepare monthly reports.
- Follow-up on all applications.
- Follow-up activities at the site reports.
- A detailed explanation of each of the client's specification device
- Achievement target sales at every stage of the year
- 1 January 2010 - 1 January 2011 - Sales Consultant villas and palaces

Planting the idea of creating a health club inside the palaces and villas

- Access to an important segment of customers
- Dissemination of experience at the level of Riyadh - Jeddah - Al Khobar
- Preparation of monthly
- Payment certificates.
- Prepare monthly reports.
- Follow-up on all applications.
- Follow-up activities at the site reports.
- A detailed explanation of each of the client's specification device
- Achievement target sales at every stage of the year
- 10 February 2009 - 1 January 2010 - Retail Sales Consultant
- Preparation of monthly payment certificates.
- Prepare monthly reports.
- Follow-up on all submissions.
- Follow-up activities at the site reports.
- Detailed explanation to customers for each device specifications

**6 - 2006 – 2008**

**Secretary / Document Control, M. A. Kharafi and Sons – Aleppo – Syria**

**Position Held: Employee**

Initially was hired as site secretary of the main contractor, then I took responsibility of all document control aspects with an assistance of one helper only.

Took responsibility beyond my job requirements of coordinating all the material and shop drawings submissions with the sub-contractors.

Actively participated in preparing major claim and extension of time after reading the first construction contract in my life.

#### **Major Developments Snapshots:**

Provided as separate attachment.

For Any Information of Further Issue Don't Hesitate to Contact Me.