

SALES MANAGER | AREA SALES MANAGER

RELATIONSHIP MANAGEMENT | CONSUMMATE SALES & BUSINESS MANAGER | KEY ACCOUNT MANAGEMENT

An insightful and influential Sales Manager with considerable commercial expertise spanning across sales and marketing and business development. A dynamic and commercially astute professional, who is accustomed to operating in challenging and complex environments and demonstrates a legacy in key account management and the development of client relationships, identifying specific requirements and delivering value-adding solutions accordingly. Extremely confident in communication and client relationship management with the ability to provide influence and advice at a senior level.

AREAS OF EXPERTISE

Business Development
Key Account Management
Tender Analysis & Tracking
Client Relationship Management
SAP, Oracle, SSEM & Salesforce
Procurement

C-suite Level Engagement
Market Analysis
Target Orientated
Exceptional Sales and Closing Ability
Confident Communicator
Negotiation

Sales Management
Business Planning
Arabic and English (Fluent)
Commercial Awareness
Lead Generation
Advanced Communication Skills

SELECTED KEY ACHIEVEMENTS

- **Led the ARAMCO Ajyal School Project with "Ashi Bushinag Contracting Co";** Collaborated with the Marketing Manager and successfully secured a number of meetings and seminars with ARAMCO and influenced them to purchase the products with high technical specifications and flexible product offerings tailored and bespoke to their needs. Led the subsequent contractor and supplier negotiations which resulted in winning the project valued at 2 MSAR.
- **USSG Panel Boards, M.V & L.V Switchgear, (Al Kifah) Housing Project for the Ministry of Defence and Aviation;** Secured and actively pursued meetings with the Chairman of Al Kifah and successfully increased awareness of the technical approval and product portfolio which resulted in securing the competition and the project valued at 7 MSAR. Ensured a detailed understanding of their business requirements and advised on appropriate solutions accordingly.

CAREER SUMMARY

Key Account Manager | Signify, Philips Lightings KSA, Dammam, Eastern (January 2019-Present)

Leveraged expertise towards managing allocated lighting projects within the Eastern region until successful completion and driving the attainment of sales targets and profit margins. Guided sales managers in driving country targets and for preparing sales reports and enabling a pipeline to facilitate sales forecasts. Assuming overall accountability for pre-sales activities, which included quotations, price approvals, site visits, mock-ups and product selection. Provided expertise and advised the senior management team to drive and maximise profitability.

- Provided considerable expertise and support to the Sales Managers in the development of new leads, relationship development and enabling new customer acquisitions
- Evidenced exceptional presentation skills and the ability to provide accurate and comprehensive information that directly influenced business decisions
- Excelled in developing and implementing local marketing activities and coordinated with supply chain, product development, finance and lighting design teams
- Acquired a solid and consistent reputation for exceptional performance and profit growth
- Leveraged considerable technical and manufacturing knowledge to advise clients on the product portfolio and to effectively resolve technical issues
- Fostered strong working partnerships with clients, including providing on-call support

Eastern Sales Manager | USSG & UTEC (September 2014-December 2018)

Core role to manage all marketing activities, which included managing consultant meetings to secure authorisation of orders, including key clients ARAMCO, RC, Aden and Sabic. Compiled sales plans and targets. Astutely identified potential customers in the market and led negotiations with customers concerning technical and commercial issues. Finalised orders and followed up on invoices and delivery. Overall accountability for driving the attainment of a 20 MSAR target.

- Contributed directly to the development of teams through training and development and developed up to 3 teams members, and additionally recruited and developed a team from scratch and monitored their performance
- Cultivated and strengthened key partnerships with Schneider and ABB Ltd
- Constructed and followed up on reporting systems and payments

Senior Sales Engineer | Al Nasser Group Co, RIYADH (September 2012-September 2014)

Took a very active role in following up on lighting systems and developed full proposal bid documents, which included quotations and company pre-qualification for a number of residential, commercial and hospital projects. Provided technological demonstrations and presentations to clients and ensured a detailed understanding of clients' business requirements and advised on solutions accordingly.

- Orchestrated a range of technological solutions and provided detailed and informative demonstrations of the products
- Expertly ensured the attainment of sophisticated business and customer requirements and provided product advice
- Contractor, senior executive level and stakeholder engagement and worked in partnership with the marketing and technical teams

Sales Engineer | Hesham El-Sewedy Trading Company (September 2009-September 2012)

Worked for a leading engineering firm specialising in cables and wires, control and instrumentation cables, electrical switchgear, lighting fixtures and medium and low voltage devices. Provided all-around expertise with all aspects of marketing and sales activities, procurement and provided sales team support.

EARLIER CAREER SUMMARY

Sales and Marketing Engineer | Asec Automation CO, Egypt (August 2007-September 2009)

EDUCATION & QUALIFICATIONS

BSc Electrical Engineering | Faculty of Engineering, Helwan (2007)