

ABDULLAH SABTI AHMED ABDULRAHIM

🌐 Dammam, Saudi Arabia

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Sales Director/VP Sales

Strategy Planning | Sales Management | Business Development | Product Management

Accomplished and result-focused senior management professional with over 28 years of IT experience including over 16 years of exposure in sales management. Rated high by the senior management for consistently accomplishing business and revenue targets across the professional career. Seeking challenging senior managerial assignments with a reputed organization to utilize acquired skills in accomplishing organizational growth objectives

CORE COMPETENCIES

Business Strategy Implementation

Market & Trend Analysis

Market Penetration

Sales Management

Revenue Enhancement

Channel Development

Product Customization

Vendor Development

Training & Development

Team Leadership

EXECUTIVE SYNOPSIS

- ▶ Proven ability in implementing strategic initiatives, developing market penetration techniques, competition/ market analysis.
- ▶ Core expertise in the development and implementation of strategic initiatives aimed at the enhancement of market shares and revenues.
- ▶ Adept at assessing the effectiveness of plans with regards to turnover, profit, and share of marketing volume aimed at maintaining organizational bottom lines.
- ▶ Prepare and present product mix strategy to promote the consumables with the equipment aimed at accomplishing business and revenue targets.
- ▶ Followed up with the HR team in managing business and operational issues in compliance with organizational policies and procedures.
- ▶ Coordinated with the Marketing Department in planning and implementing effective business strategies.
- ▶ Visionary and decisive leader, noted for sound, practical management style and excellent organization, communication, presentation, and interpersonal skills.

PROFESSIONAL EXPERIENCE

Sahara Net Co, Dammam, Saudi Arabia
General Sales Manager

Oct 2004 – April 2021

Key Accountabilities:

- ▶ Spearhead operations of the three departments (Sales Department, Bids Department, & Products Department).
- ▶ Manage sales aspects in the head office and other branches in KSA.
- ▶ Define and implement strategies for enhancing market penetration for the three business lines (Connectivity Solutions, Cloud Solutions, & Cyber Security Solutions).
- ▶ **Over 10 years of exposure in sales management experience in selling Cyber Security Solutions in Saudi Arabia.**
- ▶ **Developing commercial relationships within the Government, Enterprise sectors, and SMB customers and partners**
- ▶ Develop and maintain a productive business relationship with the key customers and partners for effectively closing identified business deals.
- ▶ Assess market trends and performance of the sales department and the area sales managers for realigning business strategies and accomplishing business and revenue targets.
- ▶ Collate market intelligence on competitor activities, especially with new products, and services aimed at retaining/enhancing existing market share.
- ▶ Draft and present tenders, define Key Performance indicators and guide a team of over 30 salesmen across the Kingdom of Saudi Arabia.
- ▶ Set up a long-term strategy of the products and create a product road map for (ZSCALER, Fortinet, Cisco, Palo alto, Watchguard, Fire eye, Juniper, F5, Blue Coat, A10, Symantec, McAfee, Kaspersky, Trend Micro, Aruba, VMware, Wallix, Microsoft, Microsoft Azure & others, Managed Services).
- ▶ Assess team performance and render productivity enhancement feedback. Organize training sessions for the team members based on the identified training needs.

- ▶ Evaluate and present various status reports at senior management reviews to realign policy decisions to the changing market dynamics and other deviations.

Products:

- ▶ Cloud Solutions: **Managed Services, Dedicated Hosting, Co-location, VPS, Shared Hosting, M365, Office 365, Microsoft Azure, Microsoft Azure Stack, SaaS, IAAS, BaaS, DRaaS, CPaaS, ERP, VMware**
- ▶ Security Solutions such as **Firewalls (Fortinet, Palo alto, Fire eye, Cisco, Watchguard, Juniper, F5, Blue Coat, Cyberoum), endpoint protection (Symantec, McAfee, Kaspersky, Trend Micro) DDOS protection, WAF, Wallix, Vulnerability Assessment, Pen Testing, DLP, PAM, NAC, IDAM, DAM, Multi-factor Authentication, Awareness Program** and others.
- ▶ Connectivity Solutions: **Internet Connection, MPLS, VPS, SDWAN**

Accomplishments:

- ▶ Rated amongst the top ranked sales managers for contributing to record-setting sales figures.
- ▶ Played a key role in opening three new areas of business.
- ▶ Enhanced organizational revenue 10 times during tenure with the Sahara Net Company.

Projects:

- ▶ Provision, Maintenance & Support for Internet & Email Services in KJO for Al-Khafji Joint Operation (KJO), Al-Khafji, Saudi Arabia
- ▶ Internet service provider for all SEC operating areas, Saudi Electricity Company (SEC), Saudi Arabia
- ▶ Establishing safe networks for the Ministry's branches and offices for Ministry of Islamic Affairs, Saudi Arabia
- ▶ Developing the IT network infrastructure for Royal Commission for Jubail & Yanbu, Saudi Arabia

NON-SALES & MARKETING ROLES

Digital Dream

Technical Manager

Nov 2002 – Oct 2004

Saudi Business Machines

Network Administrator

Feb 2001 – Nov 2002

Akram Khaja Trading Est

Network & Sales Engineer

Nov 1997 – Feb 2001

Philadelphia University

Computer & Network Laboratory Instructor

Nov 1996 – Nov 1997

Ahmed Issa Murad Co.

Computer Maintenance & Sales Engineer

Jun 1995 – Nov 1996

Computer City

Computer Maintenance & Sales Engineer

Aug 1992 – Jun 1995

EDUCATION

- ▶ **B.Sc – Electrical Engineering**, B R Ambedkar Bihar University 1992

TRAINING

- ▶ Cisco Sales Associate, 2005
- ▶ Train the Trainer Workshop (JB International Training), 2012
- ▶ Successful Sales Call Workshop (JB International Training), 2012
- ▶ Time Management Workshop (JB International Training), 2012
- ▶ Management, Leadership & Employee Engagement Skills Workshop (The Academy for Sales), 2017

PROFESSIONAL AFFILIATIONS

- ▶ Member of Jordan Engineers Association
- ▶ Member of Saudi Council of Engineers

PERSONAL DETAILS

- ▶ **Date of Birth:** 10 Sep 1968
- ▶ **Nationality:** Jordanian
- ▶ **Languages Known:** Arabic & English
- ▶ **Passport No.:** Q412107 valid till Feb 2026
- ▶ **Valid Saudi Driving License and a transferable Iqama**