**Abdullah Sabti Ahmed Abdulrahim**

**🌍** Dammam, Saudi Arabia

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**Sales Director**

**Strategy Planning | Sales Management | Business Development | Product Management**

A transformational, accomplished and result-focused senior management professional with over 30 years of IT experience including over 18 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.

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| **Core Competencies**  **Business Strategy Implementation**  **Market & Trend Analysis**  **Strategic Planning**  **Sales Management**  \  **Revenue Enhancement**  **Channel Development**  **Product Management**  **Vendor Development**  **Creative Thinking & Problem Solving**  **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 – upto date

**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 sales strategies & 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**.
* Responsible for the tenders planning, (commercial part) of the methodology writing, the risk and ethics assessment, quality control, price setting, and tender submission.
* Developing commercial relationships with key customers and partners.
* **Developing commercial relationships within the National & International Market, Government, Enterprise sectors, and SMB customers and partners**
* Develop and maintain a productive business relationship with the International Mega Operators, customers and partners Like ( **Expereo International, Zain Group Kuwait, Orange Business Telecommunications Services Limited, Zajil International, Global Inter net, KINTETSU WORLD EXPRESS, Mada Communications Co., Brodynt, Hill+Knowlton Strategies, Acronis**, **Odyssey, Evolving Systems, W3 DATA**).
* 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.
* 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.
* Constantly leveraging diverse methodologies in order to bring about a relegation in project costs, optimization of resources and enhancement of value. A versatile go-getter and persevering individual with an insatiable drive for success.
* 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, SailPoint, Okta, ForgeRock, BeyondTrust, CyberArk, Cisco, Palo alto, Watchguard, Fire eye, Juniper, F5, Blue Coat, A10, Symantec, Mcafee, Kaspersky, Trend Micro, Aruba, Q Radar, VMware, Wallix, Microsoft, Microsoft Azure & others, Managed Services**).
* 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, Microsoft Dybamics, Visual Soft, 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, IAM, DAM, Multi-factor Authentication, Awareness Program** and others.
* Connectivity Solutions: **Internet Connection, MPLS, GPLS, VPN, SDWAN**

**Accomplishments:**

* Awarded as “The Employee of the year” three times during my work in Sahara Net Co..
* 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 , Khobar, Saudi Arabia**

Technical Manager Nov 2002 – Oct 2004

**Saudi Business Machines, Khobar, Saudi Arabia**

Network Administrator Feb 2001 – Nov 2002

**Akram Khaja Trading Est., Khobar, Saudi Arabia**

Network & Sales Engineer Nov 1997 – Feb 2001

**Philadelphia University, Amman, Jordan**

Computer & Network Laboratory Instructor Nov 1996 – Nov 1997

**Ahmed Issa Murad Co. , Amman, Jordan**

Computer Maintenance & Sales Engineer Jun 1995 – Nov 1996

**Computer City, Amman, Jordan**

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**