

SAMPLE

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PROFILE SUMMARY

Senior professional with over 15 years of expertise in blending creative insight and sharp planning skills for strategizing business activities, optimizing sales operations and improving service quality to achieve top and bottom-line results. Excels in combining big-picture thinking with rigorous execution to augment business, expand start-up divisions/projects, handle turnarounds and drive long-term growth of leading companies.

Consummate management executive with exceptional liaison skills, resulting in strengthened relationships with internal and external clients that delivered consistent business initiative success. Multitasked excels in liaising with other functional heads and teams for business development to improve and execute plans and consistently tracking development against plans and seeking strategies to increase efficiencies. Change manager with proven experience in diversified businesses across different geographic locations and culture differences.



SKILLS SUMMARY

Management	Excellence	Value Leadership
P&L Management	Strategic Business Planning and Execution	Growth Catalyst
Client Relationship Management	Leading a Matrix Organization	Decision Making
Sales Management	Market Share Improvement	Business Dynamics
Sales Support	Resource Optimization	Teal Leadership
National Security Integration Management	Sales & Marketing	Training and Development

EXECUTIVE HIGHLIGHTS AND AWARDS

- Successfully managed sales & marketing of products and services across many sectors predominantly in (AV-IT sector).
- Displayed excellence in developing healthy business relations with major clientele (students, educational institutes, Oil & Gas, Financial Sector, Hospitality Sector, Educational Sector etc.).
- Proven IT consulting experience with excellent background in hardware & software configuration, networking, system engineering, IT training and end-user support.
- Received NASNA FARQ award many times for over achieving the set target.
- Secured best BDM award for massively improving the niche business for Canon as well as turning it into sizable, profitable business unit.
- Achieved employee of the month Award on many occasions.
- Accredited with the highest Sales Award for the year 2010 and recorded 2nd biggest sales in video security products since the date of employment with Sony.
- Received Sales Award for achieving 250% of my target in FY11.
- Stood out as the top performer in the successful completion of New Hire Training with Cisco Systems Inc.
- Held position as the Top Sales Achiever amongst the UAE team from the date of joining with Cisco Systems Inc.
- Secured best Sales Person Award for Cisco Regional office in 2006 for over achieving my target by 190%.
- Honoured with double 07 Award for financial year of 2007 for surpassing and recording 210% target achievement.

WORK EXPERIENCE

Quantum Corporation, Dubai, UAE Since Jul 2015
Security Storage Regional Business Development Manager

Chief Accountabilities: Working in close association with current and prospective customers to understand business needs and recommending continuous improvement and innovation plans that will grow sales within the assigned territory. Conducting market research and maintaining a high degree of technical knowledge of the industry and market segments by monitoring new developments, new products, new research, new concepts and more.

Significant Highlights:

- Instrumental in developing long-term vision and goals for company growth and partnerships. Strategized viable business plan to ensure long-term goals are realized.
- Maintained and nurtured relationships with senior leaders at partner companies to ensure that all parties are satisfied with progress and outcome of partnerships.

- Introduced comprehensive business plans to facilitate achievement by planning cost-effective operations and market development activities.
- Actively participated on various marketing projects and decisions as part of the team. Directed the distribution, marketing strategy, developed a strategic plan to sell and manage assigned accounts.
- Holds merit in negotiating exclusively with key stakeholders and successfully won contracts versus well positioned competitors. Successfully over achieved growth and KPIs.
- Worked in closely with Pre-Sales Engineers, Sales Management and Inside Sales Representatives and built strong relationships with existing and new Quantum Value Added Reseller partners to help identify and close business.
- Charted out opportunities for Quantum's StorNext portfolio including high performance SAN solutions as well as archive management software by utilizing consultative, solution based selling techniques.
- Ensured proper services items are proposed according to the architecture's design. Expanded scope for building relations with new partners in expanding opportunity reach across MEA.
- Identified customer's pain areas and acted as voice of the customer to Quantum and the voice of Quantum to the customer as required to resolve issues and attain revenue goals.
- Determined Security solutions services sales opportunities and led strategic engagement agenda by positioning and selling strategic consulting offerings in key accounts.

Canon Middle East, Dubai, UAE

Mar 2013 to Jun 2015

Security Regional Business Development Manager

Chief Accountabilities: Built key customer relationships, identified business opportunities, negotiated and closed business deals and maintained extensive knowledge of current market conditions. Entrusted with the accountability to evaluate market trends and recommend changes to marketing and business development strategies based on analysis and feedback.

Significant Highlights:

- Contributor in planning and implementing marketing and communication strategy for the business unit in coordination with Marketing Team. Led a multi-disciplinary team consisting of Sales, Product Managers and Operations across Middle East.
- Improved relationship with consultants across the region and augmented the business from time of joining until to date from 750K USD to 10 Million USD.
- Strategized, conceptualized and developed a profitable business unit and attained targeted Sales & Profits over and above expectations.
- Displayed excellence in managing the handover of the customer's project to the Services and Support business. Successfully defined and completed consultancy tasks required to achieve the solution implementation.
- Actively provided complete post-sales support to ensure complete solution (SW and HW) implementation. Compiled reports to support the solutions proposal.
- Developed the Cyber Security Strategy to align with the client's business vision mission as well as goals. Prepared cyber risk assessments, vulnerability assessments and deployment strategy.
- Managed development of new business with strategic accounts team for key Security Integrator. Acted as dotted line manager for local Canon Account Managers.
- Developed and maintained partner relationship between Canon Direct Account Managers and System Integrators to provide potential customers with a total solution

Sony, Dubai, UAE

Jul 2008 to Feb 2013

Senior Regional Sales Manager

Chief Accountabilities: Managed the technical solution required to address customer requirements, assesses customers met and unmet needs, and recommends solutions that optimize value for both the customer and the firm. Coordinated closely with internal sales, sales support, and service resources to align solution design with customers' business requirements.

Significant Highlights:

- Provided coaching and professional development to team member sales associates in order to enhance their product knowledge, technical acumen, and technical sales skills.
- Administered the market, determined solution sales opportunities, communicated and followed-up with potential customers and increased the customer base of the company.
- Planned marketing and communication strategy for the business unit in coordination with Marketing Team. Headed a multi-disciplinary team consisting of Sales, Academics and Operations across Middle East.
- Achieved best Sales for SONY worldwide for accomplishing 338% of my target and closing the biggest IP network Camera Project in for both SONY and worldwide in FY12.

- Built and maintained relation with major consultants across Mena for Mega products. Contributed to augment the business from time of joining until to date from 1.5 Million USD to 25 Million USD.
- Led a multi-disciplinary team consisting of Sales, Academics and Operations across Middle-East. Introduced product positioning exercises and prepared awareness programs in order to accelerate SONY brand presence.
- Headed new channel partner relationships and strategic account handling such as:
 - Dubai TV and Jazeera, Ministry of education, Ministry of interior, Ministry of Oil Gas , Ministry of Health all around the region, Ministry to interior around the region, Ministry of tourism and Dubai Department of Tourism, Commerce Marketing around the region and all major banking sectors.
- Dealt personally with VIP clients and developed business in countries like Saudi, UAE, Egypt, Kuwait, South Africa , Qatar, Bahrain, Oman, Jordan and Lebanon.
- Managed product line includes Video Security Systems (CCTV), Broadcast, Video Conference, Digital Signage, Video Wall, Public Displays, Medical, High end Projectors.
 - Generated revenue of 40 Million USD annually through different categories of products namely Security, Broadcast, Video Conference, Digital Signage, Public displays and medical equipment.

Cisco Systems Inc., Dubai, UAE

Sep 2005 to Jul 2008

Area Sales Executive Account Manager

Chief Accountabilities: Delivered impactful presentations before customers detailed solutions/services and their tangible benefits, answered queries satisfactorily, and supported sales teams in closing deals. Ensured excellent service quality throughout the sales process, provided technical assistance to customers, and cultivated long term business relations.

Significant Highlights:

- Managed complete sales and key accounts within the assigned region. Proved instrumental in achieving 170% target at the closing of financial year 2008.
- Expanded business by building relationships with new-existing accounts. Augmented revenue for the company and delivered growth oriented customer centric strategies including developing new growth opportunities.
- Successfully identified and resolved customer business issues to ensure business retention. Achieved quarterly 2 Million and annual sales goals of 8 Million net for Cisco.
- Took part in meetings and formal training plus management communication to sustain high level of product knowledge, pricing and procedures.

EDUCATION

- Bachelor of Computer Science, Acadia University, Wolfville, Canada, 2004
- Diploma in Business Administration, Islamic College of Business, Beirut, Lebanon, 1999

IT Skills:

- Languages: Java, C, XML, Prolog, Lisp, Visual Basic
- Operating Systems: Linux, Windows Server, Windows, Macintosh

Trainings:

- Cisco SMB Networking (CISCO SYSTEMS)
- Security Consultant (DUBAI POLICE)
- Cisco Enterprise Solution (CISCO SYSTEMS)
- Making the Most of Your Talents (SONY)

PERSONAL DETAILS

Date of Birth: 15th February 1978
Address: The Dubai Marina, Dubai, UAE
Languages Known: English, and Arabic
Driving License: UAE
Visa Status: Employment Visa
Passport: Costa Rica