

## Career Goal

A result-oriented Business Development Manager with 16+ years of experience in marketing/sales/product Management. Proven expertise in strategic business development, achievement of the annual business target and developing new revenue streams.

A skilled marketing head with expertise in new product conceptualization, distributor and supplier selection/management, and product life cycle evaluation. Specialist knowledge in seeking new opportunities, building relationships, monitoring markets, developing and executing marketing and business development plans.

## Core Competencies

- Business Development
- Sales Management
- Supplier/Distributor Management
- Brand Development
- People/Team Management
- Strategic Planning
- Channel Management
- Product Planning/Pricing
- Market Research/Intelligence
- New Product Development

## Strengths

- ✓ **Leadership and management skills:** Goal-driven pioneer, who keeps up a beneficial atmosphere and confidently rouses, prepares and mentors workers to meet and excel benchmarks.
- ✓ **Strategic Support:** Handle sales and marketing operations for turnkey projects, with a clear vision, fixed timeline and on-going evaluation.
- ✓ **Communication:** A confident and articulate communicator with the ability to garner attention.
- ✓ **Mentor and Trainer:** Skilled in motivating and mentoring the team towards excellence in performance and targets set.

## Educational Background

- ✓ **Master's in Business Administration**  
University of Strathclyde School of Business Dubai, UAE [2013]
- ✓ **Bachelor of Science in Chemical Engineering**  
Jordan University of Science and Technology Irbid/Jordan [1998]

## Professional Contour

### Total Safety US, Inc.

Jan 2014 – Feb 2015

#### Business Development Manager/Senior Product Manager

**Core Role:** Developing full line of personal protective equipment through support in business development, increasing profitability and sales of private labeled new product range.

#### Job Responsibilities:

- Managing the product offering life cycle from strategic planning to tactical activities while sustaining business growth and profits.
- Identifying key product offerings, analyzing and assessing potential accomplices/suppliers and allocating them for the obliged extent.
- Identifying business necessities for present and future products through correspondence with diverse specialties units over the locale (Egypt, Saudi, UAE, Qatar, Oman Bahrain, Kuwait, Morocco, Angola and Kurdistan to name a few.)
- Identifying and interpreting market intelligence, choosing right channel partners to manage PPE and distribution rights.
- Supporting the division head in creating and actualizing a broad go-to-market arrangement while engaging in new product development and new marketing conceptualization.

#### Achievements:

- ✓ Managed a turnkey project with development of a growth plan with product roadmap, budgeting, timeline and products to launch.
- ✓ **Successful Earned tenders for:**
  - Saudi Electric Company for \$20MM
  - Sonangol in Angola for \$16MM
  - Shell in Qatar \$700K
  - ORPIC in Oman
  - SADARA in KSA
  - Qatar Chemicals
  - Qatalum
  - QAPCO
  - Japan Int. Cooperation System
  - BP in Tunisia and Algeria
  - Dolphin Energy
  - BP Sonatrach
  - Petrofac in Sharjah

### CanaSafe™ Middle East FZCO

Feb 2011 – Dec 2013

#### Business Development Manager

**Core Role:** New business development across the region, with key responsibilities towards account management, identifying, developing, negotiating and closing agreements, building awareness for CanaSafe™ brand and assigning new distribution network across the region.

#### Job Criteria:

- Identified and developed strategies for new business opportunities in the region, with emphasis on increasing sales, managing pricing and revenue generation.
- Deftly mapped business processes and implementation of ERP system, while focusing on pipelining projects based on short term/long term.
- Engaged in identification of new product ideas, existing product development while building in-depth knowledge of the market and consumers.
- Collaborated with third party marketing agencies to deliver adequate marketing activities.
- Worked closely with suppliers to improve operations and reduce cost

### **Achievements:**

- ✓ Increased top line (sales revenue) with a 30% increase through establishment of new distribution channels.
- ✓ Successfully shifted SAIF zone offices and warehouses to Jebel Ali by assigning a third party warehousing while achieving a reduction of 60% in warehousing cost.
- ✓ Reduced COGS (cost of goods sold) by 5% through streamlined inventory management and enhanced negotiation with freight suppliers.
- ✓ Successfully implemented a new ERP system in CanaSafe™
- ✓ Attained overall breakeven for the business in 2012 with top line sales of AED 2 million.
- ✓ Won the contract for Makita quarterly campaign for Q3 (AED 400K)

### **3M Gulf Ltd/ TTI (A&M Middle East)**

**Jan 2007 – Jan 2011**

#### **Sales and Marketing Manager**

#### **Regional Sales Manager (Middle East & Africa)**

#### **Job Criteria:**

- Business development and Distribution management for all AEG®, Homelite® and Milwaukee® authorized distributors in the Middle East, GCC and Africa
- Management of each of the 3M-OH&ES wholesalers in all GCC and Levant (channel accomplices) and key records (EMAL, DUBAL, ARAMCO, Emirates Airlines, Sohar Aluminum, PDO, KOC, Mcdermott, Lamprell, Emirates Steel, Qatalum, QatarGas, Q-Chem to specify some)
- Responsible for promoting all BU items and maintaining the flow into the right markets for both B2B and B2C
- Directed Sales & Marketing operations, developed business insight exercises and built marketing intelligence.
- Managed the productivity (P&L) of the Business Unit, Initiated brand development in alignment with 3M's corporate strategy.
- Managed pricing strategy, developed annual marketing plans, delivered marketing activities within agreed budget.

#### **Achievements:**

- ✓ Won major tenders with key customers (Qatalum \$300K, McDermott \$400K, EMAL and DUBAL \$500K, Shell in Iraq for \$300K)
- ✓ Increased the sales of Iran distributor by 25% while GM increased from -2% to +4%
- ✓ Instrumental role in conversion of Bosch distributor to AEG distributor; facilitated sale of \$300K in one year in Jordan

### **Past Experience in UAE**

#### **Black & Decker Overseas**

**Mar 2003 – Dec 2006**

#### **Senior Marketing Executive (North Africa & West Asia)**

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#### **Newport Trading Agency (HILTI)**

**Jan 1999 – Feb 2003**

#### **Branch Manager, Aqaba/Jordan**

**Aug 2001 – Mar 2003**

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## Trainings

<u>Date</u>	<u>Location</u>	<u>Duration</u>	<u>Description</u>
<b>Sep 2010</b>	Belgium	4 Days	3M Marketing Leadership Development Program (MLDP)
<b>Apr 2010</b>	Sweden	6 Days	Technical Training on Welding range
<b>Nov 2009</b>	Germany	3 Days	Strategic planning for 2010
<b>Sep 2009</b>	UAE	1 Day	CRM training (SIEBEL)
<b>Feb 2009</b>	UAE	3 Days	Technical Training on AEARO product portfolio
<b>Jan 2009</b>	UAE	2 Days	Six Sigma green belt training
<b>Sep 2008</b>	Germany	5 Days	Product training on Occupational Health and Environmental Safety products
<b>Apr 2008</b>	Germany	5 Days	Comprehensive technical training on all <b>Milwaukee®</b> products
<b>Jul 2006</b>	UAE	3 Days	MS Project Professional 2003 training
<b>Mar 2006</b>	UAE	3 Days	Principles of Marketing
<b>Jun 2003</b>	UAE	2 Weeks	Comprehensive training for all <b>Black &amp; Decker®</b> and <b>DEWALT®</b>
<b>May 2002</b>	Lebanon	5 Days	Field Engineers Training, HILTI
<b>Jun 2001</b>	Jordan	3 Days	HILTI fire-stop materials training
<b>May 2001</b>	Jordan	5 Days	Successful Selling Strategies II (SSSII)
<b>Jul 2000</b>	KSA	1 Month	Construction Chemicals products and Applications. Chem-Crete International
<b>May 2000</b>	Jordan	5 Days	Successful Selling Strategies I (SSS I)
<b>Jun 1999</b>	Jordan	5 Days	Field Engineers Training course, HILTI
<b>Jun 1997</b>	UK	12 Weeks	Engineering Training in Queen's university of Belfast, Chemical engineering department, Polymer science.

## Personal Details

Marital Status : Single

Languages : English, French and Arabic

Nationality : Lebanese

Driving License : UAE