

Resume.ae

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Location: Dubai, UAE

Managing Director ~ Business Growth ~ Development Strategist 20 years of Professional Experience

A result driven and resourceful Managing Director with a proven experience in developing and strengthening Sales, Marketing and Operational teams. Skilled in driving strategic plans to maximize company profitability and efficiency.

A client and customer centric leader, with the natural ability to business partnerships, capitalize on niche markets and propel organizational growth.

Possesses excellent communication skills and ability to establish sustainable and profitable relationships with customers, suppliers and stakeholders in diversified industries.

Areas of Expertise

- **Strategic Planning**
- **Training & Development**
- **Sales and Marketing**
- **Business Development**
- **Revenue Management**
- **Channel Analysis**
- **Competitive Pricing**
- **Client Management**
- **Financial Management**
- **Customer Relations**

Core Competencies

- **Leadership and Strategic Support:** Tactical Sales Strategist, Strategic advice, market differentiation, competitive advantage, guiding and retaining high performing teams.
- **Business Development:** Driving marketing initiatives, refining processes to engage clients, building brand reputation and achieving goals.
- **Operational Excellence:** Increasing operational performance, developing strategic action plan, revamping departmental processes, increasing efficiency.

Occupational Contour

Owner / Director
SCOUTsource FZ LLC. (www.scout-source.com)

Dec 2013 - Open
Dubai, UAE

About the Company: Scout Source is an enterprise offering niche mobile-technology solutions for its clients in Security, Construction, Oil & Gas, Utilities, Transportation, and others. It deals with the supply of ultra-rugged mobile communication and computing devices in the Gulf region.



Brands Offered: CAT / Sonim / SCOUT

Prime Responsibilities:

- Developing analysis report - weekly, monthly and quarterly where appropriate, deliver leadership with clear insights and recommendations.
- Play a proactive role in overall strategic planning and development through situational analysis, workload capacity, delegation and insights into optimization of sales and operating plans.
- Directing activities of forecasting, planning and budgeting, within the business operations, rendering proactive support to all departments, while maintaining high service standards.
- Delivering all business elements in line with plan, leading and supporting the team including Operations, Sales, Marketing, Finance & HR.
- Leading and managing all operational elements including sales, marketing, procurement, distribution, as well as both field sales.

- Directing the business operations with a P&L focused commercial approach and accountability towards all core functions.
- Building peer support and strengthening company relationships with key clients. Fostering close, cooperative relationships with peer leaders, sales management & support personnel.



General Manager/Director, Sonim Technologies, Inc. - USA
Sonim FZ L.L.C. (Middle East Agent)

Jan 2011 - Dec 2013
Dubai, UAE

Prime Responsibilities:

- Directly accountable for day-to-day business operations, with emphasis on development of marketing strategies, market analysis, sales and business development.
- Broad scope of responsibility included profit and loss analysis, advertising, technical publications, and channel development.
- Supervising product development/introduction, costing and administrative functions.
- Incorporating specific business strategies and promotions to attract customer base.
- Driving implementation of media strategies that resulted in accelerated profitability. Directed product research and development.

Selected Accomplishments:

- **Full business unit management:** effective sales and marketing strategies with reputation for driving teams beyond comfort zone to reach peak revenue
- Credited with **change management leadership** by altering employee behaviours and transforming teams into highly charged motivated resources
- Demonstrated **fine financial management skills** by developing forecast of revenue, expenditure and profit and writing sound business plans resulting in consistent profits over years of operation



Head of Sales, Sonim Technologies, Inc. – USA
Gameplan FZ L.L.C.

Sept 2009 – Jan 2011

Core Role: Hired as the Head of Sales to lead the development and implementation of all marketing programs and strategic sales activities. Engaged in strategic development, distribution development, technology integration and support, sales development and partnership management. Also in charge of ensuring that the company and customer goals are aligned.

Selected Accomplishments:

- Implemented company's most successful sales promotion resulting in record customer traffic increase
- Hailed for working collaboratively with vendors to manage product distribution, establish distribution networks and develop distribution strategies
- Successfully evaluated financial aspects of product development, such as budgets, expenditure, research and development appropriations and profit-loss projections

Carrier Devices FZ L.L.C.

Dubai, UAE

Regional Sales Director

May 2008 – Aug 2009

Regional Sales Manager

Apr 2007 – May 2008

Regional Business Development Manager






Feb 2006 – Mar 2007

Core Role: Hired for devising and implementing strategies to maximize revenues and customer satisfaction, generating business from new and established customers, developing budgets and preparing profit and loss reports. Also involved with training retail staff and implementing initiatives for penetrating new markets.

Selected Accomplishments:

- Designed and coordinated restructuring of business and financial departments for regional markets
- Effectively supervised and planned mystery shopper programs for monitoring quality product knowledge and retail brand penetration
- Played a significant role in identifying purchasing cycle and programs crucial to marketing success
- Enhanced brand visibility across different countries (Middle East, Russia and CIS) and worked closely with distribution partners

Past Experience

<p>Tech Data LZ L.L.C. MENA Retail Account Manager</p>	<p>Jan 2005 – Feb 2006</p>	
<p>Fono Distribution Services L.L.C. Dubai, U.A.E Account Manager-Franchisee operations Account Executive – Franchisee Franchisee Account Coordinator Retail Assistant – Special accounts</p>	<p>June 2002 – Jan 2005 Jan 2002 – June 2002 Oct 2001 – Jan 2002 Apr 2001 – Oct 2001</p>	
<p>Directories Lanka (Pvt.) Ltd. (GTE Yellow Pages) District Sales Manager Sales Account Executive</p>	<p>Jan 2000 – Dec 2000 April 1998 – Dec 1999</p>	
<p>Mobitel (Pvt.) Ltd. Customer Service Executive</p>	<p>May 1997 - April 1998</p>	
<p>Harcourts (Pvt.) Ltd. Medical Representative</p>	<p>Jan 1996 – May 1997</p>	

Personal Profile

Gender	:	Male
Marital Status	:	Married
Date of Birth	:	12 June 1977
References	:	Furnished upon request

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