

# Wassim Al-Hourani

## Personal Information:

- Nationality: Lebanese
- Gender: Male
- Current Location: Lebanon
- Date of Birth: July 26, 1983
- Marital status: Single
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## Experience:

### Regional Manager –KSA

July 2015 –September 2018

La Maison Mondiale Co-Sidra Group Dubai

Sanitary Ware , Kitchens, Furniture, Wall Covering, Carpets, Lighting, Closets,

Medical Furniture. (Orion , Artemedi , Flos , Slamp , EGE , Vescom , Valcuccini ,

Mobalpa , Riccardo Rivoli , Piaval , Morosso , Dugos , Foscarini , Rastelli , Domo ) Jeddah

- Saudi Arabia • Establishes sales objectives by forecasting and developing annual sales quotas for regions and territories Covering Saudi Arabia & GCC

- Researching, developing and executing new product launches
  - Identify and develop new business opportunities at B2B channel by promoting product Range to new and existing Clients.
  - Develop and manage new and existing clients by providing high caliber of service, explore and identify all their needs.
  - Approach new businesses with proposals.
  - Manage and maintain sales / clients database.
  - Establish & maintain efficient relationship with new and existing clients
  - Work closely with marketing and promotion team to design required promotion and awareness campaigns for target market / clients.
  - Maintains sales volume, product mix, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors.
  - Establishes and adjusts selling prices by monitoring costs, competition, and supply and demand.
  - Projecting expected sales volume and profit for existing and new products.
- Implements national sales programs by developing field sales action plans.
- Completes national sales operational requirements by scheduling and assigning employees; following up on work results.
  - Overlooking and monitoring logistics operations
  - Coordinating with the operation manager and team
  - Monitoring operations

- Maintains national sales staff by recruiting, selecting, orienting, and training employees. •

Generate new business opportunities in assigned territory / channel

- Create proposals for target clients with relevant info and quotes
- Manage clients' / projects' receivables and cash collections in light of preset financial KPI
- Ensure clients have positive experience by communicating effectively pre and post deal process
- Oversee and manage corporate sales executives to achieve set targets
- Work closely with relevant departments / colleagues “ commercial, marketing, product supply” to ensure efficient operation in terms of “ product availability, storage, delivery & after sales service”

### **Area Manager**

Al Khobar (Kitchens, Closets, Wooden Work, Building Material)

Feb 2010-June2015

Adada & Kabbani Co.

Khobar-Saudi Arabia

- Identifying and selling against merchandising plans.
- Compiling and maintaining a customer database that documents appropriate customer information and contacts.
- Directly engage with key clients to build business relationships.
- Meeting a customer's needs business through innovative and relevant solutions.
- Always being flexible, positive, and creative in a dynamic, fast paced and changing environment
- Following the KPI Strategy: -
- Lead conversion ratio

- Sales conversion ratio
- Sales cycle
- Key sales activity
- Estimated value of the sales pipeline
- Average order value

### **Sales Manager**

(Construction, Wooden Work, Steel)

June 2004 –Nov 2009

Al Thuraiya Group

Qatar-Doha

- develop a sales strategy to achieve organizational sales goals and revenues , set individual sales targets with sales team
- delegate responsibility for customer accounts to sales personnel
- co-ordinate sales action plans for individual salespeople
- oversee the activities and performance of the sales team
- ensure sales team have the necessary resources to perform properly
- monitor the achievement of sales objectives by the sales team
- forecast annual, quarterly and monthly sales revenue
- generate timely sales reports
- develop pricing schedules and rates

- liaise with other company functions to ensure achievement of sales objectives
- evaluate performance of sales staff
- provide feedback, support and coaching to the sales team
- plan and direct sales team training
- assist with the development of sales presentations and proposals
- co-ordinate and monitor online sales activity
- investigate lost sales and customer accounts
- track, collate and interpret sales figures

**Additional Skills:**

- Computer Literacy: MS. Office (word, excel outlook).
- Able to work under pressure, Dynamic, ambitious.
- Born Leader, Team work, organizer Communicative Proactive , Stress resistant
- Understand and work within the group culture.
- Set goals and follow through.
- Negotiation , Communication Skills
- Problem Solving , Decision Maker Language skills : Arabic, English & French

**Education and Qualifications:**

2001-2004 Bachelor Degree (Business Management)

Lebanese American University

Beirut – Lebanon

Reference will be ready upon request