

CURRICULUM VITAE

Personal Data

First name: Mohamad

Last name: Osman

Date of Birth: April 13, 1985

Gender: Male

Marital Status: Single

Nationality: Lebanese



Current Address:

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Summary

Self-assured, preferring an open, friendly but direct communication style. Assertive when necessary, remaining focused on achievement of company mission, vision, goal and values

Knowledgeable, with an excellent understanding of consumer need & relevant market-place dynamics coupled with superb product knowledge, effective communicator via high quality written, verbal and visual presentation.

Proactive self-starter with track record of initiative, personal responsibility, ownership of work & reputation for removing obstacles & making things happen.

Well organized, creative, dependable & enthusiastic change agent w/ proven track record in improving efficiencies, reducing costs, increasing revenues, excellent follow up

Education

2007 – 2009

Lebanese American University – Beirut, Lebanon



Bachelor of Science in Business Administration – Marketing Emphasis

Work and Training Experience



Formatech

DUBAI-UNITED ARAB EMIRATES

www.formatech.ae

May 2016– Present

Vice President of Business Development

Learning and Development Consultant/Trainer

Job Responsibilities:

1. Achieve the allocated sales objectives by planning and prioritizing personal & team sales activities
2. Ensure a robust pipeline of opportunities and develop new profitable accounts through appropriate propositions and ethical sales methods
3. Manage product/service mix, pricing and margins according to agreed aims
4. Resolve any specific problems and tailor training programs as necessary
5. Maintain a keen understanding of training trends, developments and best practices
6. Become the focal point for all commercial customer activity
7. Coordinate with the marketing manager and the learning director to maximize development opportunities, best quality offering and best outreach strategies
8. Identifying training needs of clients through focus groups, surveys and on-job monitoring
9. Consult customer in appraisals, performance management and training need analysis
10. Monitor and report on market and competitor activities and provide relevant reports and information
11. Designing and planning training programs that use a variety of learning methodologies that are in line with training needs, company strategies and competency frameworks
12. Deliver Trainings and Seminars on Soft Skills, MS office and other related topics
13. Tailoring and customizing training programs to suit the training requirements of clients and also to meet the culture, values and backgrounds of companies and participants
14. Reviews existing training materials to determine appropriateness and relevance
15. Design course materials and other documents such as handouts, manuals and exercises



RAK Falcon

DUBAI-UNITED ARAB EMIRATES

www.rakfalcon.com

August 2014– May 2016

Business Development Manager

Job Responsibilities:

1. Support the overall process of management and corporate decision-making to ensure the organization maximize its short, medium and long-time profitability
2. Locates or proposes potential business deals by contacting potential partners; discovering and exploring opportunities
3. Research and build relationships with new clients
4. Develop a long and short term Sales & Marketing strategies
5. Cold call as appropriate within the market to ensure a robust pipeline of opportunities. Meet potential clients to present the company and services provided by it
6. Develop a long and short term Sales & Marketing strategies
7. Understands competitive market pricing levels to identify sales opportunities Screens potential business deals by analyzing market strategies, deal requirements, potential, and financials; evaluating options; resolving internal priorities.
8. Prepares reports by collecting, preparing, and analyzing information Forecast sales targets and ensure they are met by the team
9. Contributes to the Team effort by accomplishing related results as needed
10. Identifying potential suppliers, visiting existing suppliers, and building and maintaining good relationships with them
11. Negotiating and agreeing contracts and monitoring their progress, checking the quality of products and services provided
12. Provide a monthly narrative detailing progress on key business development activates
13. Ensure efficient and effective marketing, advertising and promotional planning
14. Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends

Experience in the following subjects:

- Crushing Equipment – Representing SBM Mineral Processing GmbH, manufacturer of crushing equipment from Austria.
- Heavy Equipment – sourcing used and new equipment from all around the world, buying from end user, dealers and auctions (brands such as: Caterpillar, Komatsu, Volvo...)

- Sales of Heavy Equipment – visits to end user, online and offline marketing as well as managing the showroom and sales team
- Spare parts for crushing and heavy equipment – sourcing from factories and suppliers, sales to end user and wholesale to the local and regional market
- Heavy equipment Rental – finding customers, preparing contract, logistics, perform site visits and keep record of the machines history, service, pricing and depreciation
- Auctions – locate, bid and buy from auctions from all around the world online and offline
- Working closely with the accounting department to set equipment pricing and spare parts



Emirates Defense Technology

ABU DHABI-UNITED ARAB EMIRATES

www.emiratesdefense.com

February 2012 – August 2014 (2 years and 6 month)

Assistant Sales & Marketing Manager

Job Responsibilities:

1. Account management for new and existing customers through delivering purchase order's elements, customized products specifications and maintaining flawless relationships
2. Daily sales follow up to expand existing client's purchase requests and presenting new products and technologies to meet sales targets
3. Maintain daily contacts and provide fresh ideas for various end users and law enforcements agencies
4. Find new suppliers to negotiate better prices, specifications, quality and delivery terms
5. Contracts review, evaluation, negotiation and execution including the following: Proposals, Non-Disclosure Agreements, Sales / Purchasing Agreements, Sub-contracts, Consulting Agreements, Licensing Agreements, review of customer proposed terms and conditions, Distribution Agreements (resellers, agents, etc.), Commercial and Public Contracting
6. Maintain contractual records and documentation and control of all contract correspondence, customer contact information sheets, contractual changes, status reports and other documents for all projects.
7. Provide program reports and update performance against objectives weekly
8. Evaluate production and report to senior management in order to maintain efficiency and to fill resource gaps that can enhance the overall business revenue and outcome
9. Onsite management of production lines for awarded contract
10. Prepare & Execute marketing activities (creative advertising, media plans configurations and conferences) including development of marketing plan
11. Find opportunities for improvement in interactive marketing
12. Conduct market research and analyzing the outcome to understand the competitions, the advanced technology rising by the day and to plan the launch of new products in the suitable timelines
13. Contributes to team effort by accomplishing related results as needed

Experience in the following subjects:

- Manufacturing of military vehicles (NIMR)
- Military vehicle upgrades
- Military and police training
- Anti-riot equipment
- Advance Technologies (Laser, Acoustic, Thermal, TSCM, Millimeter Wave, GPS and other)
- Uniform and Gear
- SWAT Vehicles
- Threat detection and screening technologies (X ray, Millimeter wave...)
- Robotics and UAV
- Camp and mobile base building
- Bullet Proof vehicles
- Bullet proof Vests
- Ballistic Labs
- Various kind of Weapons and Ammunition
- Procurement and acquiring new technologies
- Government and law enforcement sales and contract negotiation



IB HEAVY MACHINERY

DUBAI-UNITED ARAB EMIRATES

February 2011 – February 2012 (1 year)

Marketing Executive

Job Responsibilities:

1. Execute marketing plan elements and which is planned by senior management
2. liaise and networking with a range of stakeholders including customers, colleagues, suppliers and partner organizations
3. Prepare & organize photo shoots, Exhibition stands, conferences and creative advertising
4. Building and maintaining website including posting new content, monitoring site progress and responding to author inquiries/comments or concerns
5. Conducting market research and analyzing the outcome to understand the competitions
6. Manage the production of marketing materials, including leaflets, posters, flyers, newsletters, e-newsletters
7. Following up on sales performance regarding leads generated via events, exhibitions, digital marketing and website interface to manage the return on investment indicator



International Republican Institute

BEIRUT-LEBANON

www.iri.org

May 2006 – November 2010 (4 years and 6 month)

Media Analyst & Program Coordinator

1. Responsible for Media tracking and preparing daily reports for team and senior management
2. Designing and develop qualitative and quantitative research tools including polling, focus groups, surveys, interviews and secondary data.
3. Using procedures that implement qualitative and quantitative components either concurrently or sequentially, with the same sample or with different samples
4. Providing strategic communication advice to clients using the qualitative and quantitative research results
5. Developing media plans and policies with executives in the organization
6. liaising with, and answering enquiries from media, individuals and other organizations, often via telephone and email
7. Setting up speaking engagements and preparing speeches for spokespeople
8. Researching, writing and distributing press releases to targeted media
9. preparing and assisting in supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programs
10. Organizing events including press conferences, exhibitions, open days and press tours
11. Drafting press releases, news, and magazine articles
12. Create, curate, and manage all published content
13. Design, create and manage promotions and Social ad campaigns
14. Coordinate and prepare training sessions for the clients
15. Provide with the team weekly strategic consulting reports to be implemented by clients for campaigning and interaction with audience and media
16. Develop, implement and manage the email marketing strategy, including planning, creative development, scheduling, copywriting, segmentation and campaign deployment
17. Define marketing analytics and create dashboards and reports to measure all aspects of the campaigns, including database cleanliness, campaign effectiveness, pipeline contribution, overall performance

Al Ahliah Insurance & Reinsurance

BEIRUT-LEBANON

2002 – 2005 (3 years)

Sales Representative

1. Sell insurance policies to potential clients
2. Help individuals, businesses, and families select the most appropriate policies for health, life, and properties
3. Seek out leads and new clients
4. Match insurance policies for clients with the companies that offer the best rates and coverage
5. Process applications
6. Maintain regular contact with clients

Language Skills

Mother tongue
Arabic

Fluent
English
French

Beginner
Spanish

Certifications and Organizations

- Project Management Professional
- Microsoft Innovative Educator Expert
- Train the trainer
- Training Needs Analysis
- SHRM (ongoing)

Computer Knowledge.

Microsoft Office, , SEO, PPC campaigns, Google Analytics, Google ads, Basic networking

Skills Interest and hobbies.

Skills: Self-Motivator, Team Worker, Creative and Energetic, Detail Oriented, Data Driven person.

Hobbies: Reading books, Traveling, Socializing with Friends

References

References are available upon request

Last modified: December 2018