

# Samer H. Zahreddine

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## OBJECTIVE

An accomplished professional with extensive expertise especially in business development & Operations, sales, marketing, business support and strategic planning of Sales & marketing- Hospitality, Operations & Maintenance, Telecommunications, Properties. Particularly in GCC countries & ME. Proven track record as a visionary with awareness of multiple industry domains to facilitate development and implementation of strategies targeting market share and customer growth; proficient at full business-unit management with reputation for leading teams towards peak performance; seeking a challenging position to drive realization of business targets with adept management of organizational diversity, while maintaining a firm focus on assured bottom line gains and distinguished company performance.

## 2 - Personal Data

Nationality: Lebanese

Date of Birth: 5/10/1985

Place of Birth : Al- Khobar - KSA

## 3- Experiences :

### Ingress Group (Al Mutlaq)

#### Director of Sales & Marketing – Properties GCC : from 2015 – Present

#### (Properties - Operations and Maintenance)

Holding Company Managing more than 6 Divisions and 20 Brands Targeting all market segments, Started in 2013 with an excellent opportunity to grow

### Duties:

- Responsible for the preparation of the annual property budgets, with input from PM Supervisors, Facilities Manager, building managers and by the CFO and CEO.
- Prepares annual management plans, as needed, with input from Director of Finance to build the clear strategy for the sales team.
- Analyzes monthly performance and budget projections and compares to annual management plan and budget; adjusts strategies accordingly
- Works closely with Housing Development Department to establish budgets and management practices for new real estate developments.
- Monitors market conditions regularly and communicates to appropriate staff and board any market changes that need to be addressed. Monitors market rents as they pertain to setting organization's property rents.
- Maintaining a high class Sales & Marketing team with a professional leadership to reach company targets with a high end Category of clients.
- Holding and maintaining the identity of Ingress Properties in the local Market through an intelligent Marketing execution team.
- Updating the CRM system connected to all company recourses

### Achievements:

- Properties Development with more than 12 projects starting from (MODON Project 100M SR)
- Company Target Achieved by closing the biggest Residential contract with Dhahran Air Base .  
Town Complex - AL Mutlaq Towers Aqrabiya)
- Sabic residential housing program for more than 100 Engineers
- Saudi Aramco housing in DTC for more than 50 Units
- Lincoln Collage housing for 30 Units
- Modon Project 2017 Corporate Complex for 20,000 SQM
- Dammam Port supporting area 15000 SQM (Multi Use Malls and Commercial Offices)
- 74 Second Cup Branches all over KSA
- New Saudi Post Showrooms in Eastern Province for more than 10 Branches

## **AL Hokair Group - Al Khobar**

### **Cluster Director Of Sales & Marketing: 2008 – 2014 IHG & Accor (Holiday Inn Opening Team)**

Saudi Hospitality & entertainment Company

leading local & International Market since 25 years

Leading 5 international hotel brands (Holiday Inn - Novotel Golden Tulip - Double tree in

- Eastern Province with Sales forecasting, planning, and budgeting and Proactively achieving for
- all budgets planned and forecasted with strong strives to maintain high levels of quality, accuracy, and process consistency in the sales organization's planning efforts.
- Leading all operations developments (entertaining facilities, Health Care services, banquet events, road shows)
- Achieving all targets for all mentioned brands with more than 50 M Dollars (Aramco- Sabic- Saipem- Emerson-Shlumberger - Maaden - Governmental Sector)
- Maintaining top 250 Corporate accounts for more than 9 years
- Upsell and reach all targets with All market segmentation and creating new pipeline (local & International) and that what kept the group in Top position with market penetration.
- Handling General Manager Responsibilities and Operations During High Seasons
- Top achiever for 3 years in Holiday Inn & Accor 2012-2015

## **AL ESSA CONTRACTING - Abqiq**

### **Commercial & Operations Manager 2006-2008**

- Saudi Aramco Contractor for lubricant Oil & Abqiq piping contracts with IT professional projects
- (ARAMCO Abqiq)
- Directing and pipeline maintaining for 3 major businesses in Saudi Aramco projects Abqiq and Ras Tanora
- Leading new IT solutions contracts with Bahraini marines
- New contract with Saudi Aramco (Lubricant Oil and trading services & heavy equipment)
- Exporting Saudi cement to Iraq by dealing with the Iraqi Government and Kuwaiti transportation suppliers.

## **PTC Public Telecommunications Company - Al Khobar**

### **Key Account Manager : 2005 -2006**

Bravo Telecom is the first Push to talk service that covers Saudi Arabia through STC Networks and

- supply all the telecommunications and tracking services & needs for all type of companies
- Opening Team Member
- Handling top accounts in all industries and segments with root strategies in a professional coordination with all operations to cover eastern province.
- Covering 40% of Corporate business with the New PTT Service and reaching 120% of the company target

## **Dhahran International Exhibitions Company Dammam**

### **Admin Assistant - Marketing Manager: 2001-2005**

Saudi international Exhibitions Company, professional in organizing local & international exhibitions with a different type of industries in huge SQM event halls.

Coordination position in marketing, Data entry, international translation, web designing and media supervisor.

## **4- Education**

Asia & Pacific (Online Education)

Asay – Philippines - 2004

Bachelor of Business Administration

## 5- Key Certifications to Credit:

- IHG COMMERCIAL Workshop 2015 Dubai
- Top sales Skills PRO- Training system
- Training Institute: IHG LEADERSHIP Date Attended: May 2014 (10 hours)
- IHG WAY OF SALES - Level 1-2-3-4-5+
- IHG Sales Strategic 1-5 Date Attended: March 2013 20 Hours
- Project Management training
- 5 hours in Time Management.
- HSE Training ongoing till Aug-2018

## 6- Skills

- Computer skills Microsoft Office
- Budgeting
- Market set control reports
- Web & marketing designing
- Excellent communications skills
- Social Media marketing
- F&B & banqueting designs

## 7-Awards:

- Appreciation Certificate **Saudi Arabia Post** Project achievement 2017
- **SABIC** Rope Access appreciation letter for the best results and project completion 2016
- Dammam University appreciation for property management achievements 2016
- Best Achiever 2013-2014-2015 in **Holiday Inn Group of Hotels** as a Sales Director