

# Raed Chmait

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Date of Birth: 15<sup>th</sup> of July 1985

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**An accomplished professional with extensive expertise in a broad suite of operations especially in sales, marketing , business development and Commercial management in Telecom ,IT ,E-commerce , as well as project management and strategic planning of B2B Sales in Saudi Arabia and the MENA. 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.**

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## **Key Skills**

• Sales Management, Marketing, Business Development, Operations Management, Supply Chain Management • Project Management, Account Management, • Management Reporting, Resource Allocation, Market Research, • , P&L Management, Deal Structuring, Formulating Policies/Procedures • Logistics Planning, Forecasting, Territory Management, E-Commerce Risk Asses, Cost Control, • Customer Relationship Management, • HR Selection, Development & Training, Performance Management, • Leadership, Team Building, • IOT,M2M,MDM ,As well as IT product and services sales Management

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## **Executive Millstones**

• **In-House Training and establish new Department:** Selected by the executive management in Novasat to establish, manage new sales and business development Department within a tight 3 month time span; spearheaded issuance of documents, procedural development, defined training needs, handled and negotiated Resellers contracts targeting high ROI.

• **Saudi Telecom Company Project:** Managed MDM service with the marketing department as well as handling and managing and training the presales team to be targeting the SME'S and government.

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## **Career Summary**

➔ ITSC, Beirut Lebanon

Sales and business development Director ( Jun 2017 to July 2019 )

## **Highlights:**

- Developing and implementing commercial strategies according to company goals and objectives aiming to accelerate growth.
- Conducting market research and analysis for E-commerce projects to create detailed business plans on commercial opportunities (expansion, business development etc.).
- Understanding the requirements of existing customers to ensure their needs are being met.

## **Key Responsibilities:**

- Develop and implement commercial strategies according to company goals and objectives aiming to accelerate growth
- Conduct market research and analysis to create detailed business plans on commercial opportunities (expansion, business development etc.)
- Understand the requirements of existing customers to ensure their needs are being met
- Act to acquire new customers and manage client relationships (new and existing)
- Collaborate with and coordinate diverse teams (marketing, sales, customer service etc.)
- Build and maintain profitable partnerships with key stakeholders
- Monitor performance of commercial activities using key metrics and prepare reports for senior management
- Assist in setting financial targets and budget development and monitoring

➔ NOVAzat, KSA

Senior B2B Sales Manager /Commercial ( Aug 2014 to Jun 2017)

### **Highlights:**

- Catered to diverse client portfolio by working and direct relationship telecom operators in various projects in the Saudi Arabia Market marketplace in the Telecom and IT solutions targeting the SME'S and Government sector in millions by project sales by developing new departments and revamping management structure.
- Spearheaded projects in B2B Sales within time and financial constraints; conducted feasibility analysis, established SOPs, documented processes, set operational strategy, and administered sales training.
- Successfully worked on and launched Many MDM, M2M and IOT New Projects with the biggest multinational company in this industries such as blackberry, Samsung, Hughes, and many others.

### **Key Responsibilities:**

- Establishing trusted long term key accounts to facilitate organizational sustainability; supporting the chairman in well informed critical decision making and future planning.
- Preparing business proposals/presentations for sales projects pertaining to hand tufted rugs; prioritizing consistent improvement in rug quality as a commitment to excellence and customer satisfaction.
- Conceptualizing and implementing marketing strategies, promotional campaigns and discount schemes; determining product pricing to remain competitive and provide buyers with best value for money.
- Streamlining market research for identification and enforcement of competitor's benchmarks; organizing training for sales team and maintaining constant dialogue to optimize productivity
- Hired, trained, coached and mentored sales people to consistently exceed personal and departmental sales goals.
- Turn around lagging operations and prepare companies for fast growth and profitability.
- Combine entrepreneurial drive with business-management skills to drive gains in revenue, market share and profit performance
- Integrated acquisitions and grew sales of acquired businesses between 25-38%.
- Developed sales and customer service strategy, conducted needs analysis and developed training courses for sales people and clients increasing client engagement by 30%.
- Negotiated contract terms, built contracts and managed the "red-line" process
- Designed and implemented processes to enhance sales productivity, through pipelines, CRM tools, increased viable lead generation by 47% in first year
- Initiated and developed new Partner relationships, providing strategic alliances and business opportunities.
- Oversee and responded to procurement driven RFP's with financial analysis & presentations.
- Expanded product line with Lead Generation software and automated dialer application.'
- Managing the entire product line life cycle from strategic planning to tactical activities.
- Highly skilled in reviewing proposals, managing projects, providing estimates and recommending the best product solutions

➔ NOVAzat, KSA

Sales and Business development Manager (Oct 2013 Aug 2014)

### **Highlights:**

- Catered and Sell Mobile solutions such as MDM and M2M to diverse client portfolio , working and training the Operators sales team in Saudi Arabia on the new IT and telecommunications solutions for various projects in the Saudi Arabia with the private companies.
- Maximize projects Revenue by finding new opportunities and organizing events in GCC countries, as well as the regular team training on new market trends.
- Held Management Meetings with the strategic partner companies in the gulf and always updated with the new process /releases, as well as reporting directly to the company VP.

### **Key Responsibilities:**

- Sell mobile solutions to advertisers (existing and new advertisers and agencies) within the Market Unit.
- Developing new sales Team
- Work actively to "mobilize" existing publishers and activate new mobile publishers.
- Keep sales team up to date on current mobile reach, channels, and price points.
- Play an active part in the virtual mobile team to drive and improve the mobile solution continuously.
- Bring forward ideas and innovations.
- Playing an active part in moving the Tradedoubler brand into the leading position in mobile affiliate marketing.
- Business analysis Report/revenue analysis
- Leading and managing Business solutions Sales, technical Team
- Managing the entire product line life cycle from strategic planning to tactical activities.
- Analyzing potential partner relationships for the product.
- Specifying market requirements for current and future products by conducting market research supported by on-going visits to customers and non-customers.
- Product training and business development skills
- Marketed the services to the local business to increase the overall sale for the company
- Building of relationship with vendors, customers and workers working in different organizations
- Highly skilled in reviewing proposals, managing projects, providing estimates and recommending the best product solutions
- Prospecting, identifying and developing new corporate clients

➔ STC, KSA

Marketing /service Manager (Nov 2011 to October 2013)

### **Highlights:**

- B2B Sales BlackBerry solutions to diverse STC client portfolio, working and training the sales team in Saudi Arabia
- Increase Revenue by increasing customer satisfaction and play a big role in organizing customer events in GCC countries, as well as webinar's

### **Key Responsibilities:**

- Briefing small, medium & large enterprises on the BES service
- Contributing in the overall sales management process
- Supporting in preparing trainings for Blackberry Enterprise units (Sales/Account management teams, marketing)
- Assess marketing potential for new and existing clients of various business scales (small, medium, and large).
- Possess in-depth knowledge of proposal preparation, bid management and collateral preparation
- Possess excellent communication and presentation skills
- Planning of sales strategies, the positioning in contrast to the competitors and the demonstration of the business
- Preparation of presentations about the products or services with all their values for the usage of the sales department
- Creation of marketing concepts
- Coordination and organization of demand generating activities like tradeshows, company events or customer workshops
- Research and analysis.
- Product development.
- Bulk SMS and internet packages, data Roaming for personal and B2B.
- Working with billing Dep./Systems and always following up to insure that the loyalty programs were effective.
- Balancing the company objectives and customer satisfaction.
- Sales forecasting and strategic planning to insure the sales and the product profitability, lines and services.
- Working on product and services packages ROI (return on investment) .
- Evaluate financial aspects of the product and services such as budget and others.
- Always in contact with Sales and Pre-sales department by getting sales reports to insure the sales of the designed offers and packages.
- Turn around lagging operations and prepare companies for fast growth and profitability.
- Managing the entire product line life cycle from strategic planning to tactical activities.

➔ Safer Hotel , Lebanon

Sales Manager /Commercial ( May 2003 to October 2008)

### **Highlights:**

- Catered to diverse client portfolio by working and direct
- Build and animate an ongoing action plan, including regular reviews with the country leadership team, Sales, Account Management and Operation

### **Key Responsibilities:**

- Streamlining market research for identification and enforcement of competitor's benchmarks; organizing training for sales team and maintaining constant dialogue to optimize productivity
- Hired, trained, coached and mentored sales people to consistently exceed personal and departmental sales goals.
- Turn around lagging operations and prepare companies for fast growth and profitability.
- Provide weekly reporting on sales activity and target performance to management
- Make a full, effective use of the OBI system and other relevant technologies
- Willing to work with a wide variety of cultures
- Maintenance and growth of existing Hospitality System clients through ongoing account management and upselling
- Willing to work overtime and holidays as requested
- Margins in individual sales through applying Solution/SPIN selling methodologies over discounting/price approach
- Stimulate sales through activities such as trade show attendance, customer mailings, product drops and attending industry forums/meetings
- Work with select charities to assist them in booking room blocks in our markets
- Analyzing, reporting and improving on performance, growth and sales
- Assist in updating the hotel listings with the most up to date information in each market
- Create long term ideas that will benefit the travel department and CGI
- Assist in creating new efficiencies within the department
- Assist with creating the hotel travel plan for all events

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### **Education**

- ➔ **Bachelor in Marketing management**, MUBS, June 2011
- ➔ **Diploma in Financial management**, MUBS, June 2010
- ➔ **Professional selling, and sales management**, Spearhead Dubai February 2012.
- ➔ **Leadership and team management**, German University Lebanon February, 2014.

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### **Other Skills**

- Applications: Sales forecast tool, Web, Email ,CRM, LinkedIn sales navigator
- Office Tool: MS Office, Outlook.
- Telecom operators applications
- Operating Systems: Windows 95/98/2000/XP/Vista. CRM
- Excellent communication and writing skills
- Good presentation skills
- Contributes to team efforts
- Time management
- Handles multiple tasks
- Meets deadlines

# **Raed Chmait**

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**Dear Sir/Madam**

**I was excited to learn of the vacant position at your esteemed company and am submitting my name. I have a proven track record directing and developing sales and my numbers speak for themselves. In-addition to successfully completing a corporate sales training program I hold a Bachelor's degree in Marketing.**

**I am a management professional with 9+ years of diversified experience in managing Sales, business development and marketing /commercial for major corporate accounts in addition to competencies in market growth strategy, key account management, distributor management and new markets entry.**

**As my CV demonstrates, I have chalked an exponential growth curve till date, and my mastery in almost all aspects of building sustainable revenue and enhancing the bottom line ranging from prospecting in emerging markets to business growth and turnaround has helped me take all the businesses I have served towards profitability. I have executed core business development and project management initiatives for ITSC and NOVAsat in the MENA over my years of service.**

**I believe my commitment to excellence, my ability to work lead teams towards achieving great results and my proven business skills give me a unique and informed perspective from which I can add significant value to your business and make me a valuable team member.**

**My attached CV details my experience. I look forward to the opportunity to meet with you to discuss my qualifications further.**

**Sincerely**

**Raed Chmait**