

Adib Dumarieh

Senior Account Manager | Sales Specialist | Customer Service Specialist | Presales Engineer

Address: Beirut, Lebanon | **Phone:** +961 70 616 989

Email: adib.dumarieh@outlook.com | **Nationality:** Lebanese | **LinkedIn:** www.linkedin.com/in/adibdumarieh

Summary

A results-driven Senior Account Manager with extensive experience in overseeing sales operations across the MENA region, particularly in the GCC. Proven track record of exceeding sales targets and driving revenue growth through strategic planning and execution of SaaS technologies and telecom platforms. Skilled in building strong relationships with C-level executives and key stakeholders, enhancing customer loyalty through effective cross-selling and upselling strategies. Adept at managing the entire sales cycle, leading negotiations, and coordinating with cross-functional teams to ensure seamless delivery and implementation of solutions. Seeking to work in an environment that is conducive to my intellectual, professional, and personal growth, contributing significantly to the growth of the team/organization with strong experience and expertise leading to success.

Experience

Senior Account Manager – 11/2021 to Present

Aplimedia, Dubai

- Oversee comprehensive sales operations across the MENA region, with a strategic focus on the GCC, driving the adoption of cutting-edge SaaS technologies and telecom platforms for large enterprises, telecom operators, and regulatory bodies
- Manage the entire sales cycle, consistently exceeding annual sales targets of \$3 million through strategic planning and execution
- Implement robust cross-selling and upselling strategies, successfully securing multi-year contract renewals ranging from 1 to 5 years, thereby enhancing customer loyalty and maximizing revenue
- Lead high-stakes negotiations to finalize contracts, ensuring that agreements are beneficial for all parties while adhering to company policies and regulatory requirements
- Cultivate and manage key accounts across public and private sectors, building and maintaining strong relationships with C-level executives and key stakeholders to foster trust and facilitate long-term partnerships
- Evaluate, qualify, and prioritize leads from diverse sources, including sales development representatives, marketing campaigns, and personal referrals, to optimize the sales funnel
- Develop comprehensive financial proposals and collaborate closely with the pre-sales team to create tailored technical proposals that align with client needs and objectives
- Coordinate effectively with project managers and technical teams to ensure seamless delivery and successful implementation of solutions, enhancing client satisfaction and operational efficiency

Sales Executive | Account Manager – 09/2019 to 10/2021

Apliman Technologies DMCC, Dubai

- Overachieved sales targets by managing sales operations across the Sub-Saharan Africa and MENA regions, driving significant revenue growth
- Developed and implemented innovative strategies for customer retention, enhancing client loyalty and satisfaction
- Cultivated strong relationships with clients and partners to understand their needs and develop tailored solutions
- Delivered persuasive sales presentations to C-level executives and top management, effectively communicating the value of products and services
- Identified and pursued new business opportunities to generate revenue and improve profitability, contributing to overall business growth
- Assessed market conditions to evaluate the potential success of new products or services within targeted industries
- Played a key role in increasing both immediate and lifetime customer value through strategic meetings and successful upselling/cross-selling initiatives
- Provided sales support by interpreting the technical aspects of new products, ensuring clients understood their benefits and applications

- Conducted on-site meetings in the Sub-Saharan Africa and MENA regions to strengthen client relationships and ensure alignment with regional needs
- Analyzed existing client gaps to propose optimization solutions that met upselling and cross-selling targets
- Collaborated closely with cross-functional teams, including marketing and product development, to deliver exceptional value to customers and enhance overall service delivery
- Monitored competitor activities and market trends to inform sales strategies and maintain a competitive edge in the market

Senior Presales Engineer – 07/2017 to 08/2019

Apliman Technologies DMCC, Dubai

- Delivered RFPs 50% faster than previous timelines by optimizing and streamlining the documentation process
- Helped customers understand the value of the product through effective communication and tailored presentations
- Managed and executed technical workshops and proof of concepts (POCs), demonstrating product capabilities to potential clients
- Collaborated closely with the sales team to identify opportunities and provide essential technical support and guidance
- Conducted workshops on-site at client locations to provide hands-on support and build stronger client relationships
- Held meetings onsite in the regions I handle, ensuring effective communication and a tailored approach to client needs

Presales Engineer – 05/2016 to 06/2017

Apliman Technologies DMCC, Dubai

Implementation & Support Team Lead – 04/2015 to 04/2016

Apliman Technologies DMCC, Dubai | Africa (On Site)

Implementation & Support Engineer – 04/2014 to 03/2015

Apliman Technologies DMCC, Dubai | Africa (On Site)

NOC | Field Engineer – 06/2013 to 01/2014

Orange Business Services, Beirut

Education

Master's Degree in Computer and Communications Engineer – 2016

Rafik Hariri University, Lebanon

Bachelor's Degree in Computer and Communications Engineer – 2013

Rafik Hariri University, Lebanon

Skills & Expertise

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|--------------------------------|-------------------------------------|
| • Strategic Planning | • CRM (Odoo, Salesforce, Microsoft) |
| • Account Management | • Time Management |
| • Client Relationship Building | • Decision Making |
| • Leadership & Team Management | • Solution-Oriented |
| • Market Research | • Competitor Analysis |
| • Lead Generation | • MS Office & Visio |
| • Revenue Generation | • Google Analytics |
| • Presentation Skills | • Strong Negotiation Skills |
| • Project Management | • Technical Presentations |
| • Oracle & MySQL | • Proposal Development |
| • Postman | • Effective Communication |
| • Apache & WAMP | • C-Level Engagement |
| • Linux & Windows | • Adaptability to Market Trends |
| • A/B Testing | • VOIP & Telecom Integration |
| • End User Training | • CpaaS & SaaS |

Languages

Arabic: Native | **English:** Fluent