

ABDULLA IBRAHIM ABOUD

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OBJECTIVE

An accomplished professional with extensive expertise in a broad suite of operations especially in business development, sales, marketing, business support and strategic planning of Retail and Wholesale Management, particularly in UAE and GCC countries. 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.

Executive Milestones:

- In-House Training Department: Selected by the executive management in Hamsho Group of Companies to establish and manage a Training Department within a tight 3 month time span; spearheaded issuance of documents, procedural development, defined training needs, handled outsourcing, and negotiated training contracts targeting high ROI. Also, accomplished the creation of a web newsletter (Training 4.U) to ensure cost effective distribution, alongside selecting training managers before handing over the operations to appointed management.
- Du Telecom Company Project: Managed all office furniture and equipment procurement for HQs offices and GSM Retail Outlets at launch of operations; streamlined outsourcing and importing of goods from Europe and purchase from local market. Furthermore, handled purchase requisitions, obtaining finance approval and P.O issuance on ORACLE Purchasing Module to confirm timely and high quality completion. Consequently, received special recognition from Senior Project Manager in supply chain and a Professional Performance Recommendation detailing excellence in the tasks executed despite all challenges involved

KEY SKILLS

- Sales Management, Marketing, Business Development, Operations Management, Supply Chain Management
- Project Management, Procurement, Key Account Management, Budgets, Strategic Planning/Implementation
- Management Reporting, Resource Allocation, Market Research, Competitive Analysis, Negotiations
- Fiscal Management, Proposal Development, Deal Structuring, Formulating Policies/Procedures
- Logistics Planning, Forecasting, Territory Management, Risk Assessment, Cost Control, Crisis Management
- Customer Relationship Management, Multi-Channel Distribution, Promotions, Vendor Relations
- HR Selection, Development & Training, Performance Management, Quality Control, Retention
- Leadership, Team Building, Decision Making, Communication, Measurable Deliverables, Time Management

PROFESSIONAL EXPERIENCE

Mostafawi Est. L.L.C for Carpets and Curtains, Dubai, United Arab Emirates **December 2009 - Present**
Marketing and Projects Consultant Manager (Rejoined the Company after a long hiatus to contribute accrued business acumen towards business growth and sales leadership/Appreciation Certificate Attached)

Highlights:

- Catered to diverse client portfolio in the UAE marketplace in the home furnishings, textile, carpet and flooring domain; attained 2.4 million Dirhams in project sales by developing new departments and revamping management structure.
- Spearheaded projects in wholesale and/or retail industry within time and financial constraints; conducted feasibility analysis, established SOPs, documented processes, set operational strategy, and administered sales training.
- Successfully launched new brand of hand tufted rugs (Handmade New Zealand wool) in UAE markets.

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.

Du Telecom Company, Dubai, United Arab Emirates **Oct 2007 - November 2009**
Office Furniture and Facilities Senior Buyer (Promoted to Retail Shop Manager designation in May 2009 due to exceptional contributions towards continuous success and development of the Department over a 2 year span)

Highlights:

- Managed all office furniture and equipment procurement for HQs offices and GSM Retail Outlets at launch of operations; streamlined outsourcing and importing of goods from Europe and purchase from local market; recipient of prestigious Professional Performance Recommendation from Senior Projects Manager.
- Controlled the facility management budget of over 110 million AED; prioritized cost effective purchasing which resulted in savings worth 12 million AED to boost financial sustainability of operations.

Key Responsibilities:

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- Managed the procurement for office furniture and related accessories for facilities/projects; managed lease contracts for all company office space across UAE to enable uninterrupted flow of operations in sync with corporate objectives.
- Conducted tenders, selected suppliers, negotiated prices and finalized SLAs with contractors of office furniture and fit-out projects; processed contracts and reported to VP to confirm no unnecessary or duplicate purchases.
- Verified completion of documentation before submission to shippers for approval and consignment clearance; tracked consignments from suppliers to secure acquisition within time and financial constraints.
- Worked in conjunction with mechanical maintenance contractors to monitor fuel (diesel) usage; negotiated SLAs, conducted tenders, and selected most feasible suppliers to ensure best pricing and minimum delivery time.
- Attended training and facilitated integral role in the (H.S.E) health & safety environment training and implementation program; accomplished effective risk management and fire marshal trainings, reduced turnover rates and increased productivity.

OTTIMO Office Furniture Manufacturing Factory (LIFCO Group), Dubai, UAE
Sales and Marketing Manager

April 2005 - September 2007

Highlight:

- Handled an annual sales budget of 13 million Dirhams; successfully accomplished 45% growth in sales within 6 months of induction by steering consistent growth in market penetration and brand equity.

Key Responsibilities:

- Identified and established key accounts to secure additional revenue streams; followed up on deals, verified correct delivery of contractual obligations, and updated the company Managing Director regarding milestones and KPIs.
- Planned and executed strategies to steer market share growth in Oman market; served as a focus point for decision making regarding product pricing and promotional campaigns to enable efficient capitalization of market opportunities.
- Prioritized consistent improvement in product quality and value proposition; negotiated and closed lucrative deals to facilitate business development and client portfolio growth.
- Led market research and industry/competitive analysis to eliminate coverage gaps in key market segments; implemented best industry practices aligned with benchmarks to attain best returns on investment.
- Administered training and direction to sales team to encourage self-sufficiency and competition; established reputation for operational excellence and superior customer service to optimize revenue development.

Al Nassaj Textiles Trading L.L.C, Dubai, United Arab Emirates
General Manager

November 1999 - March 2005

Successfully built the Company from foundation to fully functional operations with a workforce of 16 employees - Actively catered to approximately 370 customers in UAE and GCC countries, resulting in an annual turnover of 4.6 million Dirhams

Highlights:

- Established the supply chain to enable timely and reliable importing of textiles from Europe, Belgium, Spain, and Germany.
- Acquired solo agent status of GAROTEX Textiles from Germany for UAE and GCC markets for new business development.
- Served as a representative at local and international fairs in (Dubai Index) and (Frankfort, MESA as exhibitor) to boost corporate brand recognition.
- Set up company warehouse in a central location to aid efficient distribution; installed state of the art storage system and led consistent improvement in procedures for assured market growth.
- Managed the roll out of computerized systems and updated applications; organized staff training and professional development initiatives to boost morale and retention levels.

Key Responsibilities:

- Developed tactical/long term plans and monitored execution against budget to enhance organizational capabilities; maintained key accounts and identified avenues to steer expansion in UAE and GCC markets.
- Built a robust network of suppliers and manufacturers' sources with a focus on attentive cost control, quality management and increased purchasing leverage to prioritize optimal efficiency.
- Controlled the finance department to ensure compliance with established credit terms, criteria and policies; followed up on outstanding payments, and authorized accounts payable transactions to maintain cash flow stability.
- Negotiated mode of shipment and verified Inco-Terms (FOB, C & F, CIF, DAF, etc.); issued bank LCs and negotiated consignments mode, terms and conditions to support distribution and channel expansion.
- Oversaw staff recruitment, selection and training programs to fuel fulfillment of human capital development objectives; arranged professional development programs, performance appraisals and incentives to maintain high job satisfaction.
- Kept abreast of FMCG market trends to ensure inventory levels are in sync with consumer demand; determined performance targets, allocated resources and analyzed variances to maximize market potential.

Marlin Furniture (ARENCO Group), Dubai, United Arab Emirates
Marketing Manager - Carpet Department

July 1996 - October 1999

Highlights:

- Led the launch of a new carpet brand (BELGOTEX) in UAE to drive sales and fortify product portfolio.
- Served 150 customers across UAE within the first 6 months, and achieved annual turnover of an estimated USD 2.1 million.
- Directed the hiring and overall preparation for new Marlin branch in Sharjah (including Carpet Department) to uphold Company standards.

Key Responsibilities:

- Planned and enforced annual budgets; managed and supervised interior flooring projects, and reported to the General Manager to

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confirm new customer acquisition, business opportunities and high customer relationship management standards.

- Spearheaded market research and analysis to generate sales forecasts for carpets; improved marketing policies and practices to successfully close sales leads and penetrate a competitive market.
- Fostered a robust and sustainable network of suppliers to optimize sales results; negotiated prices and terms of Bank LCs with the Carpets suppliers in South Africa to strengthen profit margins.

Mostafawi Est. L.L.C for Carpets and Curtains, Dubai, United Arab Emirates
Department Sales Manager, Retail/Wholesale

October 1989 - June 1996

Highlights:

- Achieved accelerated business growth and sales target of up to 500,000 Dirhams per month for curtains department within 9 months of joining.
- Accomplished monthly sales revenue worth 1.3 million Dirhams in 3rd year, with consistent improvement in inflow resulting in 7th year, sales worth 2.150 million/ per month.
- Cumulative sales of home textiles to the wholesales retailer reached 892,000 RM meter, with total sales amounting to 428.16000 million based on supplier reports in Austria (7th year of operations).
- Led the expansion of the wholesale department to secure access to all markets; established logistic procedures for efficient retailer servicing to drive cost savings and outstanding working relationships.

Previous Professional Experience:

- **Mar 1986- Sep 1989: Senior Sales Executive - Wholesale & Projects; SEDAR Group of Companies, Sharjah**

EDUCATION

International Business Training Association, Dubai, United Arab Emirates

August 2008

Diploma/Certification in Business Training Programs CBP/IBTA

CBP™: Certified Business Professional is comprehensive programs of higher diploma degree, affiliated to the “International Business Training Association.

Recognized Certificates:

- Master Executive: Specialization, Credential Certification, CBP, IBTA
- Executive: Professional, Credential Certification, CBP, IBTA

C.B.P Modules/Specialization Subjects:

- 2008: Project Management; "Master"
- 2008: Sales Management; "Executive"
- 2008: Business Communications Management; "Executive"
- 2007: Customer Service Management; "Executive"
- 2007: Leadership Management; "Executive"
- 2006: Business Etiquette Management; "Executive"

Awards:

- Appreciation Certificate CBP/IBTA
- Attendees Certificates of (Entire Programs): CBP, IBTA

Key Trainings to Credit:

- 2009: Oracle E-Business Suite Application - Purchasing Model (Leading to 2 years of Hands on Experience); at du Telecommunications
- 2009: Presentation & Public Speaking Training (25 Hours) at Leader Net Plus Management & Training, Dubai
- Motivational Selling
- Time Management

Key Certifications to Credit:

- 1994: Essentials of Marketing Management - Accredited & Attested Certificate; Brain Power Institute, Dubai
- 1995: General Sales Management - Brain Power Institute, Dubai, UAE
- 2010: Sales Management - Services Products: Shua'a El Sham Development, Training & Consulting Center
- 2010: Logistics Management and Essentials of Supply Chain Principles: Shua'a El Sham Development, Training & Consulting Center
- 2009: Risk Assessment parts 1 & 2 - Fire Marshal - First Aid - at First Security Group CO. Du Telecommunications
- 2002: MS Windows, all Office Applications; at Computer College, Dubai

PERSONAL INFORMATION

- Birth Date: 14 March 1963 (Age: 50)
- Gender: Male
- Nationality: Syria
- Marital Status: Married
- Number of Dependents: 4
- Languages: English and Arabic