

# Falah A Ali

Mobile: +1-734-444-1853  
E: [exitmetra@hotmail.com](mailto:exitmetra@hotmail.com) /

[www.linkedin.com/in/falahali](http://www.linkedin.com/in/falahali)

## SUMMARY

Highly organized BD & Sales Consultant with strengths in customer service, account management, sales and negotiations. Proven skills in marketing, and promotions. Successful in developing strategies that have resulted in an over 20% increase in new customers.

## HIGHLIGHTS

- Sales management
- Trained in business development
- National account management
- Accomplished in relationship selling
- Approachable
- Strategic account development
- Strong interpersonal skills
- Prospecting and cold calling
- Proven sales track record
- B2B Sales

## ACCOMPLISHMENTS

- Wining Total Life support Contract with MB Petroleum Services LLC in west Qurna 2, Basra ,Iraq ( US \$ 270,000)
- Wining Total life support Contract with CNOOC in Missan Oil Fields that located in the southeast of Iraq, Iraq ( US \$ 1,500,000)
- Wining Total Life Support Contract with Samsung Engineering in West Qurna 2, Basra, Iraq (US\$12,600,000)
- Wining total life support Contract with EMC ( US \$ 500,000)
- Created database of not fewer than 200 prospective clients.
- Achieved 120% of the monthly target in the first Month and increase monthly bottled water sales from 30,000 to 120,000 cases worth USD 100,000 / Month with two major catering and life support companies
- Won a KWD 3 Million contract with Kharafi International for the central bank of Kuwait with regard full solution start from access control to CCTV and other security solution .
- Achieved prequalified company status for dealing with the government and private sector.

## EXPERIENCE

**Business Developer & Sales Consultant**, 03/2015 to Current

**Free lancer** — Tempe , AZ

- Developing, advising about how to under take the Iraq Market and implementing agreed solutions.
- Reviewing current strategy.
- Determining and clarifying strategic and operational problems via consultation
- Collecting, analyzing and interpreting data and statistics .
- Detect problems – Whether there's a decrease in sales, cash-flow issues, or internal management problems.
- Achieving customer satisfaction and customer loyalty.
- Raising the company customer base and market segment ,and share my data base of Key person and finding a new business opportunities for the company .

- Singing two Contract with overseas companies to work as Consultant.

**Business Development Manager (Facilities & Total Life Support Division / Oil & Gas, 03/2014 to 03/2015**

**NAK ( UNAOil Group ) — Dubai/ Basra , UAE/ Iraq**

- Assisting the Vice president, Facilities operation in achieving his Goals by organize meeting with local suppliers to reduce the cost of raw materials and establish their supply chain.
- Suggest new ideas to the company President and the facilities Manager on how to utilize the camp area and generate revenue from it.
- Maintain and develop relationships with JV partner.
- Develop the life support division to undertake catering project in the area.
- Exploring, identifying, analyzing, and developing ongoing and new business opportunities to support the company objectives within oil and gas and defense industry.
- Carrying strategic and sensitive issue and understanding clients project requirement.
- Developing market and customer knowledge / potential as well as competition observation.
- Collecting information and data about the competitive companies in North Rumaila with regard (their Accommodation rate, Services that they provide, who is their client Etc ..)
- Support marketing activities; include participating in trade fairs and business conference
- Advising the company in how to reduce their expenses.

**Business Development Manager , 05/2012 to 03/2014**

**Almco — Dubai /Basra , UAE /Iraq**

- Exploring, identifying, analyzing, and developing ongoing and new business opportunities to support the company objectives within oil and gas and defense industry DOD.
- Developing a situation analysis for the company including its strengths, weaknesses, opportunities, and threats to assist in the development of a strategic plan for the future of the business.
- Carrying strategic and sensitive issue and understanding clients project requirement.
- Developing market and customer knowledge / potential as well as competition observation.
- Performed daily client account tasks.  
Conducting field-based information research in respect of identified business opportunities.
- Maintaining customer relationships and traveling country wise to do so.
- Developing new customer business.
- Responsible for increasing the market share for company products & services and maximize profitability.
- Getting alliance with foreign companies to provide service, know-how, technical products, and services and subcontracting for entering new market to support ALMCO project activities and requirements and getting agreed with companies for Joint Venture, Partnership for back to back work structure.

**Key Account Manager , 11/2010 to 10/2011**

**OASIS INTERNATIONAL WATERS/AL MORRELL DEVELOPMENT — Basra , Iraq**

- Build and maintain strategic relationships with key contacts
- Assisting with the preparation of contractual agreements .
- Effectively solve problems and manage risk to ensure achievement of targets
- Preparing presentations, proposals, plans, contact reports as necessary
- To evaluate and document partnership, ensuring all activity is recorded accurately on database

- Serve as a central resource for client questions, problems solving and setting media plans
- Used sales mastery to overcome objections in concise, professional, ethical and persuasive manners that lead the customer to action while maximizing ROI.
- Cultivate client relationships, increasing customer satisfaction and repeated business
- Possessed a natural tendency to work with fellow team members

**Marketing and Sales Manager ( IT & Security ), 12/2008 to 07/2010**

**First Trading and Contracting Group — Kuwait , Kuwait**

- Performs business development services, including networking and research to increase business.
- Meets with current and potential clients to ascertain their requirements and apprise them of company capabilities.
- Expose ( KABA ) brand and other brand to the Kuwait market .
- Organize meeting with Senior Electrical Eng and doing presentation about security solutions that we can offer for their future project .
- Insure of been listed in the vendor list with major Consultant offices in Kuwait market with regard identifies opportunities for business expansion.
- Coordinates and exchanges information and leads with other departments.
- Develops proposals, solutions, and plans of action, business plans, and marketing materials.

**Executive – Marketing & Project, 02/2004 to 12/2008**

**Metra LLC & Inovex Ltd — Abu Dhabi , UAE**

- Created leads and arranged meetings with prospective clients.
- Actively maintaining exceptional relations with existing clients and creating new leads
- Driving marketing initiatives such as events, conferences or direct marketing activity
- Researched and developed new businesses; set up routing schedules to jump start market share, and implemented a successful business plan for results-driven territory management to market our products and services.

**EDUCATION**

**Bachelor of Science (B.Sc):** Psychology, 2003

**University of Jordan** — Amman, Jordan

**Certificate** : Salesforce, 2016

**Careermatch-618E.** South street, Suite 500, Florida, FL32801

**Diploma** : Supply Chain Management 2016

**Advance learning center Alison** - Parkmore, Galway, H91 E309, Ireland

**Certificate:** Fundamentals of Human Resources 2015

**Advance learning center Alison** - Parkmore, Galway, H91 E309, Ireland

**Certificate** : Completion PMP 35 Contact Hours, 2014

**Maples Project Management** - Mississauga Ontario Canada

**Certificate** :OSHA 511, 2015

**Arizona Safety Education Center** — Tempe, Arizona, USA

**Certificate** : Advances Selling Skills, 2013

**Pioneer Academy of Jordan** — Amman , Amman , Jordan