

RAIF MOALLA

Marketing / Business Development / Project Sales
/Product Development / PMP® / Business Consultancy /
/ Supply Chain Management



CONTACT

Address: Mazzah District / Damascus , Syria

BD: 23th February 1982

Gender : Male

Nationality : Syrian

Visa Status : Residence Oman / Investor Residence

Location : Oman Muscat - Damascus, Syria

Marital Status : Married

Driving License : Oman (Available) , Syria (Available)

Ability for Travel (Relocate) Yes / Directly

Contacts/ Mob /WhatsApp Oman : +968 7747 4106 Syria : +963 992 00 33 77



Linkedin Profile

@ Raif.moalla@gmail.com / WeChat: Raif-963992003377

PROFILE

- **Expert knowledge-practice in Marketing & business development:**
 - ✓ FMCG Trading & Distribution
 - ✓ Power & electrical engineering & manufacturing.
 - ✓ Telecom equipment & network elements & Services.
 - ✓ Steel structure & metal manufacturing & trading.
 - ✓ Raw Material trading (Oil, Scrape , Metal) " Supply & Logistics
 - ✓ Renewable Energy "Solar" supplying and trading.
- **+18 years' experience in Business & Marketing leading and professional gulf & MENA region business firms & organizations.**
- **Expert Knowledge – Practice in R&D ,Marketing Research & Data Analysis**
- **Deep involvement in commercial (Techno sales & marketing management, Strategies).**
- **Expert in managing Seminars & Business deals (B2B & B2C) and representing the top Corporate internationally.**
- **Expert practice in Managing Marketing Events, Seminars, Marketing Activities**
- **Expert Practice in Managing & closing huge Deals overseas**
- **Good knowledge in ERP Systems (SAP, Navision, Synergy)**
- **Expert practice in supply chain management.**

EDUCATION

2022-2023

Higher Institute Of Business Administration
Master of Business Administration (MBA)

2015

Project Management Institute (PMI)
Project Management Professional (PMP)

2005-2006

Tishreen University - Syria
Higher National Diploma In Power Engineering

2000-2005

Tishreen University - Syria
BSc In Power Engineering

HISTORY EMPLOYMENT

Feb 2022 – till now **SAMA ALSHAM Holding** / Syria
(30 Industrial factories & Service Companies) / 6000 Employee
FMCG /Steel & Metal / Telecom & IT equip./ Renewable Energy / Oil / Scrap /
PM /CEO Office Project Manager/ Key Account Management / Project Marketing Strategy

Sep 2019 – 2022 **Noursen Power Ltd.** / Syria
(Trading & Service Company):
Co- Founder

Jan 2017 – Aug 2019 **Syriatel Telecom (ETS)** / Syria
(Telecom Company & Service Companies) / 6000 Employee
Marketing Management / PM /Business Development / Supply Chain

Jan 2016 – Dec 2016 **BAHRA Group (Bin Ladin Holding)** / KSA
(10 Industrial factories & Service Companies) /6000 Employee
Marketing Management/ PM / Project Sales & Prequalification / B2B & B2C

Jan 2011 – Dec 2015 **Electric House Co (Bin Ladin Holding)/ KSA**
(28 Showrooms, Partner ship with Schneider, Legrand, Eaton) / 3000 Employee
Direct & Indirect Marketing Management /Key Account Management
Prequalification /Events Management / Business Development /PM/ Project Sales

Jan 2008 – Dec 2010 **Alfanar Group** / KSA
(50 Industrial factories & Service Companies) / 35000 Employee
Product Development Management /Marketing & Branding / Project Sales & Prequalification

Sep 2006 – Aug 2008 **Tishreen University** / Syria
Lecturer Engineer / Engineering

Jan 2006 –Jan 2008 **Arabian Steel Co. A.S.CO** / Syria
(Metal Factory) / 100 Employee
Production, Supervision

CONSULTANCY

Experience

2020–2021 **DAKHEL ALJASSAR** **Kuwait**
(10 Industrial factories & Service Trading Companies) / 500 Employee
BD, Marketing & Supply Dev Consultant

2019 **Lailac Marketing Agency** **UAE**
Marketing & New Business Strategy Consultant

Courses & Certification

Business Analysis & Process Management

[Coursera Project Network](#) - USA -Jul 2022

Micro MBA (Business Foundations)

[Quantic School of Business and Technology USA](#) - OCT 2020

Foundation of Social Media Marketing

[Facebook Company](#) - USA - Aug 2021

Market Strategy

[IE Business School - Madrid, Spain – Coursera](#) -Feb 2020

Marketing Benefits Vs features

Setting Prices

Target Audience

Unique Value Proposition

[HP Foundation](#) Feb - Mar 2021

Fundamentals of Digital Marketing

[Google & Neuversity - Germani – Scholarship](#) -Jul 2019

Market Research & Consumer Behavior

[IE Business School - Madrid, Spain – Coursera](#) -Dec 2018

TOST & Debating Style & NLP

[DCRS](#) -Oct 2017

Advanced MS Excel 2007

[ALFANAR Training Center.](#) -April 2010

Sales Professional

[RAWAFID](#) -April 2011

Languages

English

Professional working
proficiency

Arabic

Native or bilingual
proficiency

Huge & Vital Projects (Managing & Leading)

✓ New Products Startup (Development ,Launching , Marketing & Selling)

- **Transformer Factory**
Startup & Launching / Marketing Strategy / Marketing Plan / Marketing Budget & Events
Alfanar Group /KSA – 2009
- **Switches & Sockets**
R&D, Re-Engineering & Launching / Marketing Strategy / Marketing Plan / Marketing Budget & Events
Alfanar Group/ KSA - 2010
- **Circuit breakers with Enclosure**
Startup, Supply Raw material, Launching,Marketing Strategy &Research,Project Sales, Pre-Qualification
Electric House (Bin Ladin Group) / KSA / 2012
Developing & Launching new product till reaching to 30% of market share at 1st year
and penetrate project sales to reach to 4000 Pcs / monthly at 2nd year with growth 40%
- **Electrical Panels**
Startup, Supply Raw material, Launching, Marketing Strategy & Research ,Project Sales, Pre-Qualification
Electric House (Bin Ladin Group) / KSA / 2013
Developing & Launching new product till reaching to 20% of market share at 1st year
and penetrate project sales to reach to 7000Pcs / monthly at 2nd year with growth 30%
- **Switches & Sockets**
Startup, Supply Raw material, Launching,Marketing Strategy & Marketing Research ,
Project Sales, Pre-Qualification
Electric House (Bin Ladin Group) / KSA / 2016
- **SABIC (KSA)**
Raw material / Chemical
Deal Managing, Supply chain, trading and Project selling
Sama Alsham Holding / Syria /2023 /
Prepare prequalification file , register compay, importing & selling 1000 Tone /m (growth 200%)
- **EATON (USA)**
Electrical Equipment / Products
Deal Managing, Supply chain, Partnership & Consortium, trading and Project selling
Electric House “ Bin Ladin Group” / KSA /2011-2016
Strategic Deal managing with EATON (Partnership) by Branded name (OEM) and selling
(2 million branch breaker + 600K main breakers) / year (selling Volume : 15M\$/ year with Growth 25%
yearly)
- **GE (USA)**
Electrical Components / Raw Material for Manufacturing
Deal Managing, Supply chain, Partnership & Consortium, trading and Project selling
Alfanar Group / KSA /2008-2011

- **Oil & Scrap Metal (Venezuela)**
Raw Material
Deal Managing, Supply chain, Importing, trading
Sama Alsham Holding / Syria /2023
- **Huawei (China)**
Telecom Equipment / Telecom
Deal Managing, Supply chain, trading and Project selling
Syriatel Telecom & Sama Alsham Holding / Syria /2017-2023
20M\$ /yearly importing & Selling to Telecom network for Syria
- **Longi Solar (China)**
Solar Panels / Solar Farms & Telecom solution
Deal Managing, Supply chain, trading and Project selling
Sama Alsham Holding / Syria /2021-2023
25 Containers / importing & Selling for Telecom network / Solar power solution / 4M\$
- **SHOTO (China)**
Electrical Storage Solution / Solar Farms & Telecom solution
Deal Managing, Supply chain, trading and Project selling
Sama Alsham Holding / Syria /2021-2023
Strategic Business Relation managing (Exclusive Distributor/Syria)
25000 batteries / yearly / growth 500% (Selling to Telecom network / yearly volume : 4M\$
- **SacredSun (China)**
Electrical Storage Solution / Solar Farms & Telecom solution
Deal Managing, Supply chain, trading and Project selling
Syriatel Telecom / Syria /2017-2019

✓ **Best & Huge Projects Sales (Selling)**

SABIC Raw Materials
(PET, PVC, CO2,,)

My Clients: Whole Syria Market / Factories / " \$\$\$'tc bY#nYUf`m`fl(A~ Ł

Steel Structure

Galvanized Steel, Solar Farms Steel Strcture,)

Manufactured by: our group Factory / ISNAD Steel Factory * HADEED Factory /

My Clients: Syriatel Telecom, MTN Telecom, Solar Farms 10M, Ministry of electricity,

Products of my Company (Electric House “ Bin Ladin Group”)
(Electrical Panels, Cable Tray, Switches & Sockets, Steel Racks)

My Clients : Aramco , Riyadh Metro ,Jeddah Mile Tower, KSA municipalities, Al-Arjan real estate, Jeddah Kimpinski, Alharam Mecca Project...
