



Murtadha Rafid Obaid

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PERSONAL DETAILS

- Date of Birth : 03/03/1997

EDUCATION

2023/9 -
Ongoing

- **Executive Master In Business Administration Specialism in Entrepreneurship**
Quantic Business School

2022 -
2023

- **Master in Business Administration Specialism in Strategy**
Heriot-Watt University

2020

- **Diploma In Business Management**
International Business Management Institute

2015-
2019

- **Bachelor Degree In Civil Engineering**
Al-Mansour University College

OBJECTIVE

Dedicated and results-driven professional with a diverse background in sales, project management, and entrepreneurship. Seeking opportunities to leverage my expertise in business development, strategic planning, and leadership to drive growth and innovation in dynamic organizations.

EXPERIENCE

2023/1 -
Current

- **Business Unit Manager**
Daw Alfada
full-time
 - Lead sales and technical teams, exceeding growth targets in the Middle-Euphrates region and southern Iraq.
 - Implemented dynamic pricing and individualized strategies, enhancing customer satisfaction and revenue.
 - Conducted competitor analysis, delivering executive reports to inform strategic decisions.
 - Introduced policy changes to improve operational efficiency.
 - Connected with cross-functional teams in UAE and India for platform updates and device purchases.
 - Expanded operations to Kurdistan and Basra.

2022/1 -
Current

- **Co-founder / Development**
Nabu Studio

Part-time

- Leading the creation and sale of board games, fostering growth and recognition within the gaming community.
- Collaborated with a talented team to conceptualize and bring innovative game ideas to life.
- Conducted market research, identified trends, and contributed to business development efforts.
- Responsible for expanding Nabu into new sectors while leading digital-based gamification products.

2018/4 -
2023/1

- **Public Relations Manager**

ICCGI international

Seasonal contract

- Successfully managed relationships with potential VIP clients, shaping the company's image, and securing deals, In Sharjah / UAE

2020/1 -
2023/1

- **Project Coordinator**

Awda Initiative for Capacity Building

Seasonal Contract

- Maintaining and monitoring project plans, project schedules, work hours, budgets, and expenditures. -Organizing, attending, and participating in stakeholder meetings, Preparing necessary presentation materials for meetings. -Ensuring project deadlines are met.

2021/4 -
2021/12

- **Enterprise Sales Manager**

Korek / Nasswallet

Full-time

- Developed and executed a successful market entry strategy, exceeding sales targets within three months.
- Built and maintained strong relationships with decision-makers, winning new clients.
- Provided market insights and feedback to the product development and marketing teams.
- Led an outsource team to regulate the e-payment market for successful expansion across the governorates of the Middle-Euphrates and southern Iraq, including Baghdad.

2020/2 -
2021/4

- **Territory Sales Engineer**

Eblal Group

Full-time

- Exceeded sales targets by selling medical devices and creating ROI-focused business plans.
- Developed and maintained strong relationships with healthcare professionals.
- Conducted data-based strategies to expand into the dentistry sector, successfully applying products to their needs.

2019/6 -
2020/2

- **HSE Supervisor**

Dar Al-Mashoura Consultancy

Full-time

- Enforced health, safety, and environmental standards at construction sites in Baghdad.
- Collaborated with project management teams to develop and execute safety plans.
- Maintained accurate documentation and records.

2018/3 -
2019/4

- **Chemical Sales Representative**

Granada Chemicals

Part-time

- Achieved sales targets by engaging with construction sites and attracting new customers.

- Developed strong client relationships and conducted market research.

VOLUNTEER EXPERIENCE

- **Holland Education**
HRM Assistant
- **Sustainary Health**
Education Methods Tester
- **UNDP IICPSD**
Research Support

COURSES AND CERTIFICATES

- Google Professional Project Management Certificate
- Certified Scrum Master (CSM)®
- Certified Associate in Project Management (CAPM)®
- Forward Program By McKenzie & Company
- Certified Health, Safety, and environment Supervisor By OSHA (HSE)®
- Entrepreneurship and Creativity By Edinburgh Business School
- SSE - Sydney School of Entrepreneurship internship program : Tech Central
- Google Fundamentals of Digital Marketing
- YLP5 (United Nations Youth Leadership Programme)
- DisasterReady Certificate in Procurement and logistics

LANGUAGES

- Arabic
- English
- French

SKILLS

Cross-Functional Team
Collaboration



Sales and Business
Development



Project Management



Leadership and Team
Management



Entrepreneurship



Strategic Planning



Market Research and Analysis



Customer Relationship
Management



INTERESTS

- Reading
- Board Games
- Puzzles

- Basketball

SOFTWARES

- Microsoft Office ,Google Suite ,Microsoft Project
- Odoo, Trello, Zoho, Miro, Jira, Asana, Slack
- SPSS

REFERENCE

- **Haider Abd - Daw Alfada**
CEO
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- **Abdul Rahman Tariq - Eblal Scientific Bureau**
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