

CURRICULUM VITAE

Date/Place of birth: 25.03.1983 in Doha, Qatar
Residency: Hamburg, Germany (residency with work permit)
Marital Status: Married
Education: Master of Business Administration (MBA)
NYIT - New York Institute of Technology (2009)
Bachelor of Management Information Systems
Al-Ahliyya Amman University (2006)
Work Experience: 14 years
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Professional Summary:

Result-driven Product Marketing and Operations Specialist with 14+ years of international experience managing multimillion-dollar portfolios, optimizing workflows, and driving profitability in global markets. Skilled in leveraging data-driven strategies to enhance performance and market share. Currently based in Hamburg with a residency and work permit, actively pursuing opportunities to contribute expertise to innovative organizations in Germany.

Key qualifications/specializations:

- Product Marketing Management
- Strategic Planning & Execution
- Demand Planning & Inventory Management
- Data-Driven Decision Making
- Cross-Functional Collaboration
- B2B Sales & Client Relations
- Global Market Experience
- Digital Marketing & Campaign Management
- Multilingual Communication Skills
- Tools & Technology Proficiency
- Leadership & Training

Language skills:

LANGUAGE	READING	SPEAKING	WRITING
Arabic		Native Speaker	
English	C2	C2	C2
German	A2, actively learning	A2, actively learning	A2, actively learning

Specific country/regional experience:

COUNTRY	DATES
Germany	2024
Qatar, Saudi-Arabia, United Arab Emirates	2010 - 2024

Professional experience

	DATE	LOCATION	COMPANY	POSITION	DESCRIPTION
1.	09/2024	Hamburg, Germany	Amazon <i>Multinational technology company</i>	Associate Workflow Optimization (Part-time)	<ul style="list-style-type: none"> • Optimized Operational Workflows: Identified inefficiencies and implemented process improvements that enhanced productivity and accuracy while ensuring strict adherence to key performance indicators (KPIs). • Data-Driven Resource Allocation: Conducted in-depth analysis of operational metrics to pinpoint bottlenecks and reallocate resources effectively, resulting in improved fulfillment speed and elevated customer satisfaction levels. • Cross-Functional Collaboration: Partnered with diverse teams to troubleshoot complex challenges, develop scalable solutions, and establish best practices that improved departmental efficiency and streamlined operations.
2.	09/2023 – 08/2024	Doha, Qatar	NovaLabs <i>Crafting custom software development solutions</i>	Head of Operations	<ul style="list-style-type: none"> • Leadership Across Workstreams: Oversaw multiple critical functions, including HR, Finance, Sales, Product Development, and Project Execution, ensuring seamless integration and alignment with organizational objectives. • Financial Management & Optimization: Managed all financial operations, including budgeting, reporting, and auditing, while identifying cost-saving opportunities and maximizing revenue streams to enhance profitability. • Strategic Sales Leadership: Developed and executed quarterly and annual sales objectives, strategies, and performance metrics, empowering the sales team to achieve and exceed targets. • Organizational Development: Designed the organizational structure and operating model, identified skill gaps, and implemented a learning and development program to enhance team capabilities and support business growth. • Team Training & Enablement: Delivered targeted training programs to improve team performance, fostering the ability to deliver effective and compelling customer-centric services.
3.	03/2023 – 08/2023	Doha, Qatar	Wings <i>Qatari sportswear brand</i>	Freelance Business Consultant	<ul style="list-style-type: none"> • Operations & Supply Chain Optimization: Evaluated and enhanced operational and supply chain processes, driving efficiency across key functions, including warehouse logistics and distribution. • Process Improvement Strategies: Identified inefficiencies and developed targeted strategies to optimize workflows, ensuring seamless dispatch to distributors and consumers. • Best Practices Implementation: Introduced and implemented industry best practices, improving overall operational performance and aligning processes with business objectives.
4.	01/2022-02/2023	Qatar, UAE, KSA	Canon Middle East <i>Japanese multinational corporation, specializing in optical, imaging, and industrial products</i>	Regional Product Marketing Manager	<ul style="list-style-type: none"> • Market Planning & Strategy: <ul style="list-style-type: none"> - Developed and implemented yearly business plans for specific product groups based on detailed market trend analysis. - Executed business strategies tailored to market development for Industrial Printing Solutions, driving growth and profitability. • Forecasting, Pricing, & Gross Profit Management: <ul style="list-style-type: none"> - Managed a \$40M sales budget, formulating pricing strategies and monitoring sales conditions to optimize gross profit (GP). - Oversaw inventory management to ensure product availability aligned with targets and budgets, improving operational efficiency. • Product Positioning & Launch:

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				<ul style="list-style-type: none"> - Conducted market research to collect insights on new product launches, pricing, and promotions. - Monitored and analyzed product performance, continuously optimizing plans to achieve sales and profitability targets. • Demand Planning & Inventory Optimization: <ul style="list-style-type: none"> - Aligned sales targets with stock availability, managing a \$10M inventory to meet market requirements while optimizing stock turnover. - Controlled stock levels based on lead times and shipment types to ensure seamless supply chain operations. • Product Management: <ul style="list-style-type: none"> - Set annual sales budgets (approx. \$15M) and ensured profitability across multiple product categories, including industrial printing and wide-format solutions. - Calculated pricing for direct and indirect sales channels to balance profitability and market share growth. • Marketing & Brand Promotion: <ul style="list-style-type: none"> - Collaborated with product managers and marketing teams to plan product launches, campaigns, and promotions. - Implemented global corporate communication guidelines to enhance brand visibility through digital campaigns, promotional activities, and customer engagement initiatives.
5. 01/2015-12/2021	Doha, Qatar	Canon Middle East <i>Japanese multinational corporation, specializing in optical, imaging, and industrial products</i>	Business Planning & Marketing Manager	<ul style="list-style-type: none"> • Strategic Planning: <ul style="list-style-type: none"> - Established and managed an annual sales budget of approximately \$15M across multiple product groups, driving overall profitability and aligning marketing activities with market needs. • Product Management: <ul style="list-style-type: none"> - Defined and calculated selling prices for direct (end customers) and indirect (channels and resellers) sales while maintaining profitability and expanding market share. - Managed diverse product portfolios, including document solutions, industrial printing, and wide-format products, ensuring successful lifecycle management. • Demand Planning & Inventory Management: <ul style="list-style-type: none"> - Aligned sales targets with stock availability, managing a \$3M inventory to meet hardware, accessory, and consumable market requirements. - Optimized stock turnover days and maintained target stock levels by considering lead times and shipment types, ensuring seamless supply chain operations. • Marketing & Campaign Management: <ul style="list-style-type: none"> - Collaborated with product managers and marketing teams to develop and execute product launches, digital campaigns, and promotions tailored to customer and reseller needs. - Promoted the Canon brand by implementing global corporate communication guidelines through strategic use of gifts, promotional items, and digital marketing initiatives.
6. 05/2013-09/2014	Doha, Qatar	Sepam <i>Global engineering and full-service project management firm</i>	Business Development Manager	<ul style="list-style-type: none"> • Business Development & Networking: <ul style="list-style-type: none"> - Established and maintained strong relationships with potential customers, contractors, and consultants at both C-level and operational levels, fostering long-term partnerships. • Market Analysis & Opportunity Identification: <ul style="list-style-type: none"> - Monitored market trends, identified potential projects and tenders, and evaluated industry developments to capitalize on emerging opportunities. • Service & Product Innovation:

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7.	10/2010-01/2013	Doha, Qatar	Mashreq Bank <i>Oldest privately owned bank in the United Arab Emirates and one of the oldest banking institutions in the Middle East</i>	Relationship Officer Wealth Management	<p>Developed and launched new services, products, and distribution channels tailored to market demands. Created customized project proposals, including detailed pricing strategies, to align with client needs and drive business growth.</p> <ul style="list-style-type: none"> • Client Relations & Business Development: <ul style="list-style-type: none"> - Managed key accounts with high-value clients (average monthly salaries of QAR 35k+ and deposits exceeding QAR 1 million), providing tailored wealth management advice to meet their financial goals. - Upsold financial products, including insurance, bonds, and stocks, consistently exceeding monthly targets for new account acquisitions and service sales. • Compliance & Analytical Expertise: <ul style="list-style-type: none"> - Led special projects, including annual provisions data analysis for Qatar Central Bank, ensuring regulatory compliance and accurate financial reporting. - Conducted detailed financial analyses to support strategic decision-making and maintain alignment with industry regulations.
8.	01/2010-05/2010	Doha, Qatar	Media Graphics <i>Marketing Agency</i>	Marketing Specialist	<ul style="list-style-type: none"> • Relationship Management: Established and nurtured strong relationships with agencies, freelancers, and customers, fostering collaboration and long-term partnerships. • Sales Strategy & Client Engagement: Prepared and delivered persuasive sales pitches tailored to potential clients, effectively communicating value propositions and securing new business opportunities. • Project Cost Optimization: Conducted detailed project cost analyses to maximize profitability while maintaining competitive pricing strategies and ensuring client satisfaction.