


SEIF AMMOUS

SENIOR ACCOUNT MANAGER

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PROFILE SUMMARY

A results-driven Project Lead and Senior Account Manager with over a 10 years of experience delivering exceptional sales growth, business development and customer success, managing strategic accounts, and executing innovative projects. Recognized as a **Top Achiever at Autodesk MENA for 3 cycles and a Role Model at Amazon (2022–2024)**, consistently exceeding performance targets and driving adoption of tools and services. Proven expertise in crafting data-driven strategies, optimizing operations, and fostering partnerships with multinational corporations and government entities. Managing cross-functional initiatives, and implementing scalable solutions to achieve sustainable growth. Known for a strategic mindset, strong analytical skills, and the ability to turn insights into impactful business outcomes across global markets.

PROFESSIONAL SKILL

- Strong data analytic skills
- Team and Project Management
- Business Strategy and growth plan
- Proficient in Salesforce CRM, Excel and Python
- Proficient in LinkedIn Sales Navigator
- Innovation and Simplification mindset

WORK EXPERIENCE

Oct, 2021– Present

Sr. Account Manager – Ads & Perfect Launch SME Amazon

Account Management:

- Managed a portfolio of ~200 accounts, generating \$6.2MM in 2024 (+6% vs. plan).
- Ranked #1 on the team across all KPIs for 2024, including an impressive 58% FBA adoption rate (+320 bps vs. plan) and 38% Ads adoption (+300 bps vs. plan).
- Led ongoing SSR business reviews and in-depth market analyses for MENA-TR (Ads and PL), delivering actionable performance insights and strategic growth plans to drive partner success and Ads retention.
- Conducted ongoing advertising and Perfect Launch training sessions and office hours for Account Managers in MENA-TR, ensuring they were equipped with the tools and knowledge to work efficiently and effectively.
- Participated in recruitment and interviews, evaluating 20+ applicants to identify top talent and managing the onboarding of multiple new junior team members.

Amazon Ads :

- Served as the SME for Amazon Ads across four marketplaces, coordinating a stakeholder network of 34 AMs (covering 33K accounts and 5 Ads stakeholders) through process improvements, initiatives, and targeted strategies.
- Drove a +19% YoY increase in Ads launches with a 31% launch rate (+640 bps YoY) and \$2.7MM in ad spend (+20% YoY).
- Enhanced key advertising metrics and led regional promotions through monthly funnel tracking, conducting deep dives on critical trends such as Ads attrition spikes.
- Collaborated with internal Ads teams and third-party partners to launch regional initiatives, benchmark success, and replicate high-impact strategies and incentive plans across marketplaces.

Perfect Launch :

- Led the Perfect Launch Project across MENA-TR, delivering +340 bps YoY growth by prioritizing high-potential accounts and collaborating with BI to build intuitive dashboards.
- Designed and implemented the Perfect Launch Dynamic Email Journey, managing end-to-end content creation, audience segmentation, legal reviews, and performance tracking for both individual and mass communications.
- Created a bi-weekly targeting system integrating multiple data signals to optimize team priorities and increase SSR SP conversion rates—successfully rolled out across SSR & DSR in MENA-TR, with potential expansion to LATAM. This unified data source significantly reduced AM operational hours.

Account Manager Amazon

April, 2020 – Oct, 2021

- Managed Amazon Seller Partner accounts and provided guidance on mastering Amazon's tools and systems, enabling them to independently manage their catalogs, inventory, performance, and account health.
- Efficiently handled over **600 SMB** accounts in 2021, while also managed **20** strategic sellers with annual sales exceeding **\$4MM**. Achieved through consultative selling, implementing effective Amazon solutions, and identifying compelling business opportunities.
- Actively listened to seller partner feedback and collaborated with the product development team to enhance the seller experience. Initiated **monthly Email and Survey campaigns to gather valuable insights, anecdotes, and feedback** from sellers.
- Contributed to the implementation of new processes aimed at enhancing the account selection mechanism through the introduction of a **Scoring Model**. Actively monitored, refined, and reported on seller behavior sign. also identify and recruit new high-potential seller partners.

Territory Sales Representative Autodesk

Aug ,2016 – Dec ,2019

- Consistently achieved top performance as the **best achiever for three consecutive quarters** in B2B territory sales in 2019 for complex software/cloud products with average annual sales of **\$4 MM**.
- Prioritized high-value accounts within the designated territory, focusing on prospecting, presenting, and successfully selling Autodesk Solutions.
- Collaborated closely with cross-functional teams, including SDR, License Compliance, Technical Sales and Demand Generation to ensure seamless and timely follow-up on sales leads.
- Orchestrated sales meetings with decision-makers and stakeholders, channel partners, distributors, and territory managers, resulting in increased performance and surpassing customer expectations. and consistently securing large deals and exceeding sales targets.
- Conducted comprehensive customer portfolio qualification and implemented strategic account planning, including account profiling, needs analysis, and justifying business cases.
- Built a quarterly GTM Plan and forecast, used multiple prospecting tools to validate the outcomes.

Radio Frequency Engineer Huawei

Aug ,2015 – Aug ,2016

- Setup and create new Wireless Design and Networks RF Plans Define the architecture of RF solutions, test plans and simulate solutions and Develop the complete solution, throughout testing and validating.
- Monitoring the network to ensure that highest level of quality provided that meets customer expectation and elevate their experience.
- Verifying the quality and performance of the network-Service in addition to troubleshooting the rectification of any existing errors. And reporting a Daily, weekly and monthly KPI's reports.
- Collaborating with the maintenance and optimization teams to Strengthened the network

EDUCATION

- **Master degree -Distance** , Luleå tekniska universitet
Applied AI and Data science **2024 – Present**
 - **Bachelor degree**, Jordan University of Science and Technology
Electrical Engineering– Telecommunication system and Electronics design **2009 – 2015**
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CERTIFICATIONS

- **Managing Data analysis**, John Hopkins University – Online **Feb, 2022**
- **Sponsored ads certification**, Amazon certified **May, 2022**
- **Data analysis & Data loader**, Amazon certified **Aug, 2022**
- **Making Great Hiring Decisions (MGHD)**, Amazon certified **Nov, 2022**
- **Leadership Institute – Pathfinder**, Amazon certified **Jan, 2023**
- **Project Management**, Amazon certified **Feb, 2023**