**Abdul Hadi Ali Ahmed Al Mosajen**

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**EXECUTIVE PROFILE**

Sales management professional with proven ability to increase market share, outperform competition, and increase profits. Strategic planner skilled at both short- and long-range goal setting. Easily establish rapport and build strong customer relations. Solid understanding of sales techniques, strategies for building a strong client base, and systems which facilitate consistent follow-up and foster customer satisfaction.

• Strategic Sales and Business Planning • Consistently Strong Sales Results

• Key Account Relationship Management • Solution-Focused Account Service

• Territory Expansion and Maintenance • New Product Introduction

• Promotional and Pricing Strategies • Profit Building and Sales Growth

**CAREER ACHIEVEMENTS**

• Grew the business by 44% in less than 1year while significantly reducing expenses within the same period.

• Planned and implemented targeted sales activities to build and maintain business, emphasizing value-added services in a market dominated by well-capitalized competitors.

• Implemented focused sales strategy to attain average of 25% of quota, achieving the Monthly target and getting rewarded.

• Received Managed Care, High Market Share Growth, and other achievement awards.

• Ensured proper staffing to establish high standards of customer service.

• Designed strategy to encourage customer adoption of product updates, increasing up-sell to existing accounts by 25%.

• Consistently met and exceeded sales goals and product quotas.

**QUALIFICATION HIGHLIGHTS**

• Planned and implemented targeted sales activities to build and maintain business, emphasizing value-added services in a market dominated by well-capitalized competitors.

• Built sales territory from 3M in annual revenue in 2006 to 7M in annual revenue by 2007.

• Assigned, trained, and managed cross-functional teams to communicate and deliver coordinated marketing messages.

• Provided field-based sales experience to strengthen national strategic and budget planning.

• Spearheaded new national campaign by creating a high-impact sales approach, resulting in a 32.8% increase in revenues.

**PROFESSIONAL BACKGROUND**

Viva Entertainment, Bahrain

**Branch Manager, 2006 - Present**

Established quotas and managed performance to meet sales goals of BD 2 million per year. Negotiated sales contracts and cultivated business relations with major accounts such as Giant Obtained product distribution, displays, advertising, and proper merchandising.

• Evaluated all corporate divisions, products, services, and related markets to establish consensus with the Board of Directors regarding the company’s strengths and weaknesses. Managed daily operation of sales & Marketing, including scheduling personnel, reconciling credit, check, and cash receipts, verifying deliveries, stocking new merchandise, and replenishing shelf stock, successfully completing all projects on time and under budget.

• Proven ability to turn projects around that are behind schedule and over budget. Managed all public relations activities for our customers.

• Modified time lines and work schedules according to company needs.

• Managed the financial controls of the Arabic Music division.

• Directed various aspects of advertising, marketing, and public relations.

• Highly regarded for consistently achieving superior sales results through leadership, planning, and effective implementations.

• Improved client satisfaction scores.

• Strong sales, marketing and customer-service orientation.

• Trained new employees in policy and procedures.

• Listened to and resolved customer complaints regarding service, product, and personnel.

• Conferred with company officials to develop methods and procedures to increase sales, expand markets, and promote business.

• Directed regional sales and marketing campaigns.

• Trained managers and sales staff, developing managerial talent by reviewing monthly productivity and identifying strategies for improvement.

• Established a more efficient order processing and record keeping system improving delivery time, order tracking, and reducing backorders.

• Ensured that distribution, merchandising, and price-point objectives were achieved.

• Established and implemented sales goals and launched new products.

• Established sales organizations, conducted trade shows, devised and implemented sales and marketing strategies, and maintained contractual agreements.

Jawad Business Group, Bahrain

**Sales & Marketing Manager, 2004 - 2006**

Obtained new sales opportunities in difficult market. Obtained product distribution, displays, advertising, and proper merchandising.

Supervised sales and marketing activities, managed staff, and oversaw daily operations.

• Established a more efficient order processing and record keeping system improving delivery time, order tracking, and reducing backorders.

• Established sales, distribution, and service operation.

• Established sales organizations, conducted trade shows, devised and implemented sales and marketing strategies, and maintained contractual agreements.

• Developed policies and procedures that ensured consistency of quality and customer service.

• Prospected and developed local accounts.

• Stabilized management turnover through training and development.

• Collaborated with marketing representatives on sales calls and provided the technical support to close deals.

• Negotiated with sales staff and advertisers to successfully resolve problems.

• Increased sales substantially through creative marketing.

FALCON Properties, Manama - Bahrain

**Sales & Office Manager, 2003 - 2004**

Performed financial analysis of client portfolios, presented findings, and closed sales. Performed tenant credit checks, complaint resolution, and evictions. Prepared and negotiated commercial purchase and sale agreements.

• Evaluated commercial and residential properties as purchase prospects for speculation. Prepared and negotiated commercial purchase and sale agreements. Proactively managed the development process, anticipated problems, and enabled the timely closing of acquisitions. Motivated and enhanced employee morale.

• Experienced commercial and residential property appraiser.

• Developed creative and innovative marketing and advertising promotions.

• Dealt with real estate attorneys.

• Rented units, prepared advertising, ordered rental signs, showed property, worked with resident applications and rental agreements, and accepted deposits.

• Managed accounting responsibilities for portfolio of seven commercial properties.

• Worked as liaison between property managers and tenants to monitor delinquencies, reconcile tenant billings, and maintain tickler file for rental escalations and expirations.

• Developed personalized marketing campaigns.

• Linked new home owners to restoration experts when needed.

Behzad Medical Est., Bahrain

**In charge & Sales Medical Manager, 2001 - 2003**

Targeted decision makers in major health maintenance groups and insurance plans. Marketed and sold medications to hospitals, pharmacies, and clinics, meeting with administrators, physicians, nurses, and pharmacists.

• Planned and prepared work schedules and assigned employees to specific duties.

• Hired, trained, and evaluated personnel in sales and marketing establishment

• Marketed and sold medications to hospitals, pharmacies, and clinics, meeting with administrators, physicians, nurses, and pharmacists.

• Presented technical material in objective and easily understood terms, generating extensive programmatic growth.

• Listened to and resolved customer complaints regarding service, product, and personnel

• Examined merchandise to ensure that it is correctly priced, displays and functions as advertised.

• Proficient in developing office procedures and forms to improve efficiency.

• Possess strong managerial, communications, and organizational skills.

• Provided senior management with monthly and year-to-date comparisons of business results and financial forecasting information.

**EDUCATION**

**Kubam Medical university, Krasnodar - Russia**

**Bachelor, Medicine - Physician, 1997**

**AMA Bahrain, Bahrain**

**M.B.A., Business, 2007**

Still going on

**TRAINING**

• The Strategic Planning Process - Bahrain Society for Training & Development, 2003 - 2003

• Coaching Skill - Jawad Business Group, Manama, 2002 - 2003

• Effective Management - Jawad Business Group, Manama, 2003 - 2003

• Performance Appraisal - Bahrain Institute of Banking & Finance, 2000 - 2000

• BMMI - Team Building, Bahrain, 1999 - 1999

• Sales Strategies - Kenzo, France, 1998 - 1998

**HONORS**

• Best sales Manager - Jawad Business Group, 2005 - 2005

**LANGUAGES**

1- Russian

2- Spanish

3- English

4- Arabic

5- Hindi

**SKILLS**

Time Management

Presentations and Documentation

Critical Problem Solving

Supervision

Computer

SWOT Analyses