

# SAMAH SAYED SALEH

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## **EXPERIENCE**

**CORE COMPETENCIES:** Strategic Perspective, Recovery plan, Customer Servicing and Relationship Management, Team Orientation & People Management.

**BUSINESS COMPETENCIES:** Process Specialist, undertaken training plans and coaching skills, customer servicing and relation management, team activities, and people management.

<b>Organization:</b>	Abdullatif Jameel Electronics
<b>Designation:</b>	Business Development General Manager
<b>Location:</b>	KSA (kingdom of Saudi Arabia) - Jeddah
<b>Duration:</b>	September 2021 – Currently working

## **JOB RESPONSIBILITIES**

### ***Business Development Manager***

*Develops and implements the business development strategy. Identify business opportunities and generate profitable sales in new accounts to meet and exceed new business revenue goals.*

*Responsible for the Ministry of Commerce escalation sector and CRM system.*

<b>Organization:</b>	Bin Mahfouz Group
<b>Designation:</b>	Business Development Manager – Executive Secretary for the Honorary consul of Lithuania
<b>Location:</b>	KSA (kingdom of Saudi Arabia) - Jeddah
<b>Duration:</b>	August 2014 – August 2021

## **JOB RESPONSIBILITIES**

### ***Business Development Manager***

*Manages and coordinates the activities. Develops and implements the business development strategy, sales plan, and forecasts. Identify business opportunities and generate profitable sales in both new and existing accounts to meet and exceed new business revenue goals.*

#### **Key responsibilities:**

- *Identifies and generates new business; develops and delivers sales presentations.*
- *Work towards achieving sales targets as per agreement with line manager*
- *Build and maintain lasting relationships with clients within assigned territory*
- *Build a pipeline of targets by prospecting for business through a variety of activities, including prospecting via phone, web meetings and perform in-person sales visits to uncover and develop new business*
- *Update all call and customer activity into BinMahfouz system*
- *Develops customer relations including but not limited to sales leads, research, cold calling, qualifying leads, developing leads, and customer service.*

- *Execute a sales action plan with objectives and strategies to increase revenue and aggressively acquire new accounts.*
- *Develops and implements a plan for closing business and maintaining long-term customer relationships.*
- *Work with implementation teams on new projects to ensure customer expectations are communicated.*
- *Capitalize on opportunities by working closely with operations management team to develop creative workable solutions to customer needs.*
- *To sell & Promote all the company's products and services in the market.*
- *Monitor and review customer sales activity and make strategy adjustments as needed.*
- *Facilitate regular meetings with clients and relevant operations staff to evaluate performance and receive updates from clients on challenges and future plans.*
- *Assist in development and reporting of competitive market analysis.*
- *Maintains and develops client relations for new and larger established existing customers, assuring all existing customer are contacted regularly to ensure customer satisfaction and develop need-based marketing relations.*
- *Develops sales communication including but not limited to spreadsheets, correspondence, sales proposals, presentations, and internal paperwork for new customer proposals and presentations.*
- *Seeks/creates opportunities to expand business with current clients; identifies further business needs and develops and presents solutions.*
- *Grows existing accounts to full potential and generates maximum revenue on a long-term basis.*
- *Attends conventions, conferences, and trade shows as needed; prepares post-event reports and analysis.*
- *Translate business opportunities into incremental revenues through strong selling activities*
- *Design and perform quarterly business reviews with customers to measure key performance metrics.*
- *Create and execute a business plan consistent with BinMahfouz's strategies and initiatives.*

***Executive Secretary for Lord Mahfouz Bin Marie BinMahfouz the Honorary consul of Lithuania***

- *Attending all Diplomatic events and National day's ceremony on behalf of Lord Mahfouz BinMahfouz*
- *Resolves complaints and answers questions of customers regarding Visas and legal services and procedures in Lithuania.*
- *Communicates with the Embassy in Cairo and management to resolve problems and expedite work to develop and improve customer care department.*
- *Manage the customer care functions by developing and implementing policies, procedures, and guidelines as part of an overall Management System in alignment with the consulate's vision .*
- *Responsible for the quality of customer care processes & procedures.*

<b><i>Organization:</i></b>	<i>Michigan Academy Egypt.</i>
<b><i>Designation:</i></b>	<i>Business Development and Training Manager.</i>
<b><i>Location:</i></b>	<i>Egypt- Cairo.</i>
<b><i>Duration:</i></b>	<i>March 2009 - July 2014</i>

### ***JOB RESPONSIBILITIES***

As Business Development and Training Manager, with a team of 3 experienced educational business planners and marketers' reporting into me to report to the CEO.

- Responsible for the implementation of training marketing communications strategies on behalf of Michigan's clients.
- Manage the development and the implementation of relevant marketing research/survey to support marketing communication strategy development.
- Manage the production of different communication materials on behalf of Michigan clients.
- Support in the recruitment and selection of clients and ensure that agreements and contracts with clients are being fulfilled.
- Manage training events and content development for events/publications.
- Create theme and concept development for promotional training materials and events.
- Design and analyze surveys.
- Provide support in brand/strategy development program.
- Develop training material (trainee manual, trainer materials).

<b>Organization:</b>	<i>Information Technology Institute (ITI) and Indian government</i>
<b>Description:</b>	<i>Trainer (free lancing)</i>
<b>Location:</b>	<i>Cairo, Smart village</i>
<b>Duration:</b>	<i>September 2008 – July 2014</i>

### ***JOB RESPONSIBILITIES***

Worked on a project for BPO (business Process Outsourcing) with the ITI and Indian government.

- Conduct a skills gap analysis and skill Matrix for each trainee, keeping in mind the target exit level as per the intake plan
- Develop training materials.
- Deliver proactive training.
- Provide regular reports on training activity to the quality assurance team
- Course contents (Time management, Presentation skills, Communication skills, BPO, Analytical & logical reasoning, Customer service, Attention to details, How to succeed under pressure, MS Office tools, Internet skills, Keyboard skills and more)

***Got the honor to be selected as one of the 'Best workers in the project' for year 2009***

<b>Organization:</b>	<i>SAPISCO (Sahara Petroleum Services Company)</i>
<b>Description:</b>	<i>HR Training and development senior.</i>
<b>Location:</b>	<i>Cairo, Zahra' el Maadi</i>
<b>Duration:</b>	<i>September 2008 – February 2009</i>

### ***JOB RESPONSIBILITIES***

- Conduct a skills gap analysis and skill Matrix for each employee through the Area Managers, keeping in mind the target position as per the intake plan.
- Design and manage the implementation of individual Development Plan (IDP) and Quality Progress Report (QPR).
- Developing a training plan and training calendar in association with Area Managers, in order to develop and deliver appropriate and effective training.
- Design and develop training courses with all training providers.
- Identify external agencies for training delivery, build relationships and maintain up-date databases of training providers, when required.
- Track training progress, monitor, assess and constantly strive to improve the effectiveness of training delivered.
- Prepare and gain approval for training budget as a basis for ensuring that adequate resources exist, to meet present and future Identified training requirements.
- Coach and train subordinates so as to ensure that tasks are completed on time.

- Worked with the QA team and monitored their progress.

<b>Organization:</b>	<i>Burayda Private University</i>
<b>Designation:</b>	<i>project manager - part time lecturer (computer skills and Communication Skills)</i>
<b>Location:</b>	<i>KSA(kingdom of Saudi Arabia)</i>
<b>Duration:</b>	<i>March 2008 – August 2008</i>

I was the acting manager for a period of three months. This presented me with a lot of responsibilities to be able to take on the opportunities of managerial position.

#### ***JOB RESPONSIBILITIES***

- Design, develop and deliver a proactive program of Supervisory Skills training for all appropriate staff as required.
- Design, develop and deliver proactive training on HR issues for line managers, e.g. Absence Management, Disciplinary Procedure, Recruitment etc.
- Develop an annual training plan for all relevant staff.
- Facilitate the ad-hoc training needs identified for Burayda University staff in conjunction with relevant line managers
- To liaise and develop relationships with education and learning establishments
- Responsible for administration regarding the Performance Review system
- To utilise staff performance reviews for the identification of training needs for relevant staff
- Negotiate fees and contracts with external training consultants.
- Ensure the effective maintenance and administration of all training expenses.
- Ensure that all necessary training equipment and facilities are available when required.
- Ensure that all training documentation is administered effectively.
- Constantly evaluate, update and improve all training provided to relevant university staff.
- Provide regular reports on training activity to the Regional Executive manager.

**Won the 'Employee Excellence Award' for the year**

<b>Organization:</b>	<i>MSAD (Ministry of State for Administrative Development)</i>
<b>Designation:</b>	<i>Project manager for ICDL project to computerize the Egyptian Government.</i>
<b>Location:</b>	<i>Cairo – Egypt.</i>
<b>Duration:</b>	<i>September 2007- February 2008</i>

#### ***JOB RESPONSIBILITIES***

- Manages projects from design and development to production.
- Defines requirements and plan project lifecycle deployment.
- Defines resources and schedule for project implementation.
- Create strategies for risk mitigation.
- Plans and schedule project deliverables, goals and milestones.
- Performs project assessments and evaluations.
- Efficiently identifies and solves project issues.
- Evaluates project risks.
- Develop Requests for Proposals (RFP) for external services.
- Designs and maintain technical and project documentation.
- Creates and executes project work plans and revises as appropriate to meet changing needs and requirements.
- Effectively applies MSAD methodology and enforces project standards.
- Ensures project documents are complete, current, and stored appropriately.
- Tracks and reports team hours and expenses on a weekly basis.

- Manages project budget.
- Follows up with clients, when necessary, regarding unpaid invoices.
- Analyzes project profitability, revenue, margins, bill rates and utilization.

<b>Organization:</b>	<i>NTI (National Telecommunication Institute)</i>
<b>Designation:</b>	<i>Assistant Manager Training: Skills Development</i>
<b>Location:</b>	<i>Cairo - Egypt</i>
<b>Duration:</b>	<i>December 2006 – August 2007</i>

My profile was to carry out projects within the quality framework (time, budget, and scope/functionality) and is responsible for the final results of the project. Makes entrepreneurial decisions and actively promotes new/additional business on the basis of a strong customer relationship in the current project.

- Set up / put into action the project strategy and plan the project phases (detailed planning/project control, delivery, acceptance, warranty).
- Detailed planning and project execution (define targets, define work packages, set up task/resource schedules, set up project organization and standards, define procedures for quality, change orders, issues, documentation, etc.).
- Set up and maintain an effective communication structure between customer, project team, suppliers/contractors, authorities etc. that promotes open communication and creates an objective target-driven project culture.
- Define procedures/processes for project controlling and reporting (project status/progress report regarding technical, financial and qualitative targets, acceptance, billing and cash flow information, open issues, milestone trends, etc.).
- Claim and Contract Management (set up claim strategy, identify/assess claim risks/claim opportunities and resulting consequences, support drafting of and administer subcontractor/partner agreements).
- Project closure and project evaluation (handover/acceptance, post calculation, resolve punch items/open issues, project closure report, share project knowledge and experience assets, reusable, lessons learned).

<b>Organization:</b>	<i>Female Culture Center for computers and languages</i>
<b>Designation:</b>	<i>HR manager</i>
<b>Location:</b>	<i>KSA (kingdom of Saudi Arabia)</i>
<b>Duration:</b>	<i>February 2006 – November 2006</i>

**New Training Centre Responsibilities – The Training Building for all the workshops conducted. Assistant President of Training, presented me with the responsibility to of being the only authorized person for handling the New Training Centre.**

- 1) Managing Training needs & meeting Operational Excellence for processes:**
  - Mapping of processes to meet training needs, managing service delivery as per agreed plan, building & operating teams for multiple clients/ sites
- 2) Managing Trainers for the Culture center processes**
  - 4 Communication skills trainers, 6 Computer skills and 5 English language trainers report into me
  - Helped build their career paths along with monitoring their performance with reviews and discussions to ensure optimum output.
- 3) Resource planning – Solely responsible for handling the complete training team of 15 trainers for the following responsibilities consistently for 10 months.**
  1. Allocation of trainers for different batches
  3. Setting up meetings with Training, Operations, Transitions and HR to coordinate the transition of agents from on boarding to production floor.
  4. Discuss changes due to redeployment and attrition workout with leadership.
  5. Review mechanism & report outs for training batches
- 4) Up skilling Trainers and Managers / Class Room Training:**
  - Communication skills training - Soft Skills and Written and spoken.

- Leadership courses like ‘Interact’, ‘Managing Change’, ‘Interpersonal skills for success’, ‘Enhancing Team Fitness’, ‘Business Etiquette’, ‘Coaching Skills’, ‘Performance and writing skills’, ‘Hiring Skills’
- 5) **Hiring People:** Taken over 100 interviews to assess candidates on their communications skills, including accent, and soft skills as to approve and access these new candidates for processes.

**The role is allowed me to:-**

- Managed a team of 15 trainers
- Preparing schedules for entire team
- Dealt with team problems effectively
- Created reports and plans and strategies that have helped to effective planning.
- Authorized and approved leave plans for the team.
- Created reports which analyzed the productivity of the team and absentees.

***Won the ‘Manager Excellence Award’ for year 2006***

<b>Organization:</b>	<i>New Horizons</i>
<b>Designation:</b>	<i>Trainer of computer skills and communication skills Administrator for Prometric international Testing Center</i>
<b>Location:</b>	<i>KSA (kingdom of Saudi Arabia)</i>
<b>Duration:</b>	<i>April 2003 – January 2006</i>

**Certified as Prometric international Testing Center Administrator:** Solely responsible

**Training Calendar:** Created a training calendar for all candidates and training plans for agents.

- Supervise and train batches for different branches in two years diplomas. Assess overall support needs on the operational front, and benchmark training certifications.
- Effectively cross-trained trainers across various sites (Buraida city, Oniza city, and Riyadh). This resulted in my facilitating the trainers to manage resources effectively and cutting costs.
- Trained and accredited trainers in delivery as becoming accredited Trainers. Prepared training plans for the newly joined trainers.
- Created various spreadsheets to track dynamic data related to the department’s activities like absentees, trainer schedules, reports etc.
- Managed metrics, handling internal and external staff for training development and gathering feedback, conducting peer/reportees reviews.

***Selected as the ‘Best Trainer’ beyond all N.H KSA branches***

***WORKSHOPS ACCREDITED TO DELIVER***

- **PMP 2020.**
- **Master Degree in Decision Support System 2013.**
- **Management Science Diploma in Cairo University 2008.**
- **Certified (ICDL) International Computer Driving License.**
- **C/C++ .**
- **(A+) PC Maintenance and operation.**
- **(N+) Network essentials.**
- **All Microsoft Operating systems.**
- **(MOS) Microsoft Office Specialist.**
- **(IC3) Internet and Computing Core Certification.**
- **Microsoft Office 2003/2007.**
- **Writing for Results**
- **Communication and customer service workshop**
- **Telephone English for Work**
- **Leading and Managing People Fundamentals**
- **Corporate Induction**
- **Linguistics – Customer Service**
- **Call Coaching workshop**

**Delivered over 168 sessions and trained around 4,200 trainees.**

### **WORKSHOPS ATTENDED**

1. **BPO** (Business Process Outsourcing ) Course with First Source Solutions Co. in India 10-2008
2. **Leadership and objective Management**
3. **PMP** (Project Management Professional) in 2007.
4. **Developing Leaders in the work place** in 2007.
5. **(TTT)** Train the trainer in 2006.
6. Leadership Course: Managing change
7. Leadership Course: Hiring Skills
8. Leadership Course: Facilitation Skills
9. Leadership Course: Coaching skills
10. Leadership Course: Presentation Skills
11. Leadership Course: 7 Highly Effective Skills for Managers
12. **Certified (PTCA)** Prometric Testing Center Administrator in 2005.
13. Management by objectives in 2005.
14. Leading Others Diplomatic way in 2005.
15. Dealing with **tough** people in 2005.
16. Working under **pressure** in 2003.
17. Managing **crises** in 2003.
18. Managing **time** in 2002.
19. Studying **HR** Courses.
20. Attending **NLP** Courses.

### **PERSONAL TRAITS**

- **Leadership**
  - Organized meetings, events and handling New Training Centre.
  - Reported out strategies to conduct trainings.
- **Team Work**
  - Organized many team events and extra circular activities which involved organizing farewell parties for team members, training picnic events and parties for the training department.
- **Organizing and Planning**
  - Prioritized the workload within the team and schedules created to ensure team members were aware of their responsibilities.
- **Problem- Solving ability-** Many of the tasks undertaken have been detailed and displays the skills and attributes to solve a situation of being situation and handled well.
- **Fast ability to learn.**
- **Strong ability to convince customers.**
- **Desire of creativity.**

### **EDUCATIONAL INFORMATION**

**Master of Business Administration in Marketing, Madison state University 2020.**

**Pr-master in management Science 2011.**

**Certified Master training from First Source Solutions Co. in India 2008.**

**Management Science Diploma in decision support systems (Two years) from Cairo University 2008.**

**Bachelor of Computer and Information System**

Faculty of Computers and Information Cairo University (Four years practical studying) July 2003

Department of Information Systems

**Graduation Project**

Under supervision of: Prof. Dr. Mokhtar Boshra Reiad.

Performance Degree in project: **EXCELLENT**

Role in project: *Team Leader.*

### **PERSONAL INFORMATION**

- **Gender: Female**

- **Driving License: Available.**
- **Transferable Iqama**
- **Non-smoker.**
- **Hobbies: Off-road, Rally and Travelling.**

**References Available upon Request**  
**Thanks for your Time and Concern**