

MAHMOUD BASSYOUNI

Location: Al Riyadh, Kingdom of Saudi Arabia – Nationality: Lebanese

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Senior Director – Business Delivery

Snapshot: Dynamic and result oriented senior business management professional with 19 years of experience across diverse organizational domains. Currently functioning as Business Development Director – Fast Telecom, seeking challenging senior managerial assignments with a reputed organization

- ✓ Significant exposure in Marketing, Business Development, Channel Management across the target market segment
- ✓ Adept at planning & implementation of business strategies, presentation of new ideas to business, resolution of critical issues and optimized utilization of resources
- ✓ Proven ability in liaising between stakeholders, senior management, employees & other stakeholders to ensure proper lines of communication critical in addressing/ resolution of myriad issues
- ✓ Efficient Team Leader & Player, combining communication, interpersonal & problem-solving skills with analytical, decision making and leadership capabilities to enhance organizational objectives

Core Competencies:

- ✓ Strategic Planning
- ✓ Business Development
- ✓ Operations Management
- ✓ Resource Optimization
- ✓ Budgeting & Cost Control
- ✓ Customer Relationship Management
- ✓ Cross Functional Team Coordination

PRESENT EXPERIENCE

Fast Telecom, Riyadh, KSA ~ May 2015 –till date

Growth Path:

- › Business Development Director May 2016 – Till Date
- › Sales Director May 2015 – May 2016

Accomplishments:

- › Set up of total structure for Fast Telecom in less than 2 Months
- › Recruitment of 3 Head of Channel (IR, WS & KDR), 3 Key Account Manager for KDR, 3 Key Account Manager and 3 Account Manager for WS, 5 Sales Supervisors, 30+ Distribution Representatives covering 3,000+POS
- › Reduced Debts history from 90 to 30 days. (Debts history from Dubai Operation)
- › Improved Sales by 5 times by the third month.
- › Increased Huawei Market Share by 2% after 2 months of operation.
- › SOP creation and implementation across all departments.
- › Launch of FT E-commerce platform in the Kingdom

Job Profile:

As Business Development Director:

- › Responsible for the overall management of all strategic and operational Marketing and Customer Relationship activities.
- › Locates or proposes potential business deals by contacting potential partners; discovering and exploring opportunities.
- › Develop and implement SOP across organization
- › Screens potential business deals by analyzing market strategies, deal requirements, potential, and financials; evaluating options; resolving internal priorities
- › Provide market feedback to the company leadership regarding competitive offerings, prospect needs and generate product development ideas.
- › Planning and coordinating the implementation of business plans and the penetration of new markets.

Job Profile:**As Sales Director:**

- › Develop long term and short term strategy for the Handsets business in line with HQ business direction, giving a guidance to the channels within the Kingdom
- › Set up and take full responsibility for KSA yearly business sales and profit target, promoting each local business to achieve the numbers collectively
- › Focus on maintaining long term financial viability of the organization
- › Sense competitors' key activities and threats to create counter measures to keep and increase market share
- › Identify opportunities to grow the KSA business and build solid strategy to acquire and cease them.
- › Strengthen close relationship with principles and channel partners within the kingdom to expand Fasttelecom presence, winning together in business
- › Identifying issues and resolving them effectively
- › Participate in recruiting, mentoring and career development of members of the department
- › Implement an effective accounts receivable and collections strategy to minimize exposure to loss
- › Constant communication, follow-up and tracking of customer and market needs
- › Maintain good communication and develop strong practical working relationships with the Heads of Departments with an aim to achieve objectives
- › Ensure compliance to organizational policies/ procedures in management of human resource operations
- › Monitor performance of staff members and render productivity enhancement feedback
- › Involved in recruitment/ contracting of company and project staff, organizing training & development sessions
- › Maintain updated documentation of organizational policies and procedures

Digital Electronic Solution Development Co. – ZONIK ~ Aug 2008 – Jan 2013 & Sep 2013 – Feb 2015**Growth Path:**

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|--|---------------------|
| › National Sales Manager | Sep 2013 – Feb 2015 |
| › Sales Manager – IR Channel | Apr 2012 – Jan 2013 |
| › Partners Relations Manager / Key Account Manager KDR – Handsets Unit | Jan 2010 – Mar 2012 |
| › Unit Manager – Nokia | May 2009 – Dec 2009 |
| › Distribution Sales Support Manager | Aug 2008 – Apr 2009 |

Accomplishments:

- › Played key role in finalization of total structure of Nokia Operation Team in less than 3 Months
- › Instrumental in recruitment of 3 Area Managers (Central, Eastern and Northern areas), 2 Section Managers handling WS (Wholesale), 8 Sales Supervisors, 40+ Distribution Representatives covering Nokia POS (3,000+)
- › Rated as Nokia Best Performing Distributor in 2nd half of 2009 within 9 months of launch
- › Acknowledged for reducing grey availability in central, eastern and northern region from 70% to 21% during 2009 and 2011. Managed credit customers with value exceeding \$20Million with no bad debts history
- › Designed IR (Independent Retail) performance and growth from 5% to 35% within one quarter
- › Accomplished 4% front margin within first 3 months compared to -5% first margin for the past 3 quarters
- › Managed additional account of United Electronic Company – eXtra account leading to growth from 0.5% to 10%+ of the net sales during 2009 and 2011

Job Profile:**As National Sales Manager / Sales Manager – IR Channel / Unit Manager - Nokia:**

- › Sales Director for the assigned channel, with the responsibility of defining / implementing annual operating plans aligned to annual operating budgets to be submitted to the board for approval
- › Interact with the board in defining organization's vision and developing strategies for accomplishment
- › Focus on maintaining long term financial viability of the organization
- › Ensure compliance to organizational policies/ procedures in management of human resource operations
- › Monitor performance of staff members and render productivity enhancement feedback
- › Analyze and update the board on financial health of the organization
- › Involved in recruitment/ contracting of company and project staff, organizing training & development sessions
- › Maintain updated documentation of organizational policies and procedures

As Partner Relations Manager / Key Account Manager - KDR:

- › Built/ maintain productive business relationship with key decision makers across client organizations like Zonik and Nokia based on business requirements
 - › Set up and maintained strategic partnership Zonik and Key Distribution Retailer
 - › Functioned as primary spokesperson and representative of Nokia Department
 - › Designed/ new schemes and plans aligned to department objectives
 - › Evaluated data to monitor performance including planning of improvements and demand
 - › Ensured maintenance of quantity, cost, efficiency and monitored movement/ storage of goods
 - › Participated in customer negotiations for maintenance of organizational profitability
 - › Monitored/ enhanced Nokia Sales Channels (WS, IR and KDR) to ensure long term profitability in the Saudi market
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Emitac Mobile Solutions – EMS, Riyadh, KSA ~ Senior Manager – Wholesale ~ Feb 2013 – Sep 2013**Job Profile:**

- › Involved in setting up and management of sales budgets across brands including identification/ opening of new retail accounts and channels
 - › Maintained regular interaction with existing wholesale customers to enhance revenue aligned to agreed budgets
 - › Liaised with wholesale partners in generating brand awareness based on audit requirements
 - › Enhanced market penetration through identification/ development of new accounts
 - › Aligned product mix, pricing and margins to enhance profitability
 - › Monitored orders received by wholesale partners to recommend improvements and sales
 - › Functioned as main point of contact for customer queries
 - › Collaborated with B&M for launch dates, technical data and other information required to support wholesale partners
 - › Rendered qualitative preparations to enhance profile of EMS wholesale
 - › Maintain updated knowledge on partner strategies based on business requirements
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Zajoul For Advance Telecommunication, Riyadh, KSA ~ Product Manager / Sales Manager ~ 2007 – 2008**Job Profile:**

- › Launched product (branding, seminars, promotion), defined sales strategies including preparation of tactics and implementation of sales plans
 - › Involved in management and training of sales team including resolution of customer issues
 - › Focused on maintenance of public relation, organizing advertising campaigns to enhance brand image, direct and online marketing
 - › Prepared/ defined sales forecast based on market research
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StockAd, Beirut, Lebanon & Dubai, UAE ~ Webmaster / Senior System Engineer / System Administrator / Business and IT Consultant ~ 2006 – 2007**Job Profile:**

- › Developed Webmaster: Action Script, PHP, SQL, XML, SOAP, Web Design: Photoshop CS2, Illustrator CS2, Flash 8, Dreamweaver 8
- › Worked on various projects in Lebanon and UAE for development of new customer segments based on market segmentation
- › Conducted knowledge sharing sessions for team members based on requirements
- › Involved in design, development, update and support of web services for the organization
- › Focused on account management for media campaigns related to banking, exhibitions, real estate and telecom companies

Relevant Web Sites:

www.nakheel-travel.com
www.hayfawehbi.com
www.najwakaram.com
www.cce-lb.com

www.fadykataya.com
www.az-international.com
www.dianahaddadonline.com

Pioneer Information Technology, Riyadh, KSA & Beirut, Lebanon ~ 2003 - 2007

Job Profile:

- › Functioned as Senior System Engineer, Web Developer, Designer, Backup & Security Admin, Consultant, Document Management Admin & Consultant, CRM Admin and Consultant
- › Worked as Applications Admin of Hummingbird: Document Management System, Computer Associates: BrightstorARCServe and Enterprise Backup, Etrust Antivirus, Front Range: Goldmine, HEAT, Webmaster: Web Developer and Designer

PAST (PART TIME) EXPERIENCE

- ✓ CAP - Jdeideh, PL4E Branch, Lebanon ~ Computer Sales Representative ~ 2002 - 2003
- ✓ HajBahaaSchool, Saïda, Lebanon ~ Computer Teacher and System Administrator ~ 2002 - 2003
- ✓ Sidon Technical Institute for young women, Mouasat Association, Saïda, Lebanon ~ Computer Courses Instructor ~ 2002 - 2003
- ✓ CPT, Computer Courses center, Saïda, Lebanon ~ Computer Courses Instructor ~ 1998 - 2001

CREDENTIALS

- ✓ **Bachelor of Science Technology in the Multimedia Design and Production (Computer Sciences), 2002**
IUT Kafaat, AinSaade - Lebanon

Date of Birth: 04th April 1978 | **Languages Known:** English, Arabic | **Nationality:** Lebanese
Passport Details: RL2440043 valid till 2018 | **Visa Status:** Transferable | **Reference:** Available on Request