



Curriculum Vitae

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❖ Professional Summary:

Highly motivated Sales Manager with over 20 years of experience in the construction materials industry. Proven track record in leading sales teams, expanding market reach, and building long-term relationships with major clients. Adept at driving revenue growth through strategic planning, product knowledge, and effective sales tactics. Seeking to leverage expertise in scaffolding, formwork, waterproofing, and swimming pool systems to contribute to a leading company in the construction sector.

❖ Work Experience:

- Sales Manager – Western Region, Materials Technologies for Buildings Co. (SAVETO – AlRashed Group) | Oct 2019 – Present.
 - Led sales efforts for Desjoyaux Swimming Pools and waterproofing products, resulting in a 25% increase in regional revenue over two years.
 - Developed and executed a sales strategy that secured long-term contracts with key construction firms in the region.
 - Managed a team of 5 sales representatives, coaching them to consistently meet and exceed sales targets.
- Regional Manager – Western Region, UNISTEEL Scaffolding & Formwork Co. | Sep 2017 – Sep 2019
 - Managed sales operations for all types of scaffolding and concrete formwork systems, driving a 30% increase in client acquisition.
 - Developed key client relationships, ensuring a steady pipeline of large-scale projects and consistent revenue growth.
- Sales Manager, REZA Pools & Courts Co. | Jul 2012 – Aug 2017
 - Spearheaded sales for Desjoyaux Swimming Pools, tennis courts, and sports facility surfaces, achieving consistent sales growth.
 - Successfully expanded the product portfolio to include tiles, pool covers, and wooden floors, increasing product sales by 20%.

- Sales Manager, ULMA – Attieh Steel | Dec 2008 – Dec 2011
 - Managed sales for scaffolding & formwork systems, driving a 15% increase in market share.
 - Built and maintained relationships with key clients in the construction industry, securing multiple long-term contracts.
- Sales & Marketing Manager, Issam Kabbani Group of Companies | Dec 2000 – May 2008
 - Led sales efforts for various construction solutions, including Desjoyaux Pools, waterproofing, and concrete repair.
 - Achieved an annual sales growth of 18%, expanding the client base significantly.

❖ **Education:**

- Master of Business Administration (MBA) – University of People
- Executive Certificate in Management – University of Leicester
- Faculty of Commerce (Business Administration) – Damascus University
- Spin Selling / Making Major Sales – New Horizons University (2004)

❖ **Skills:**

- Strategic Sales Planning
- Team Leadership & Development
- Client Relationship Management
- Market Analysis & Forecasting
- B2B ,B2C Sales
- Product Knowledge (Scaffolding, Formwork, Waterproofing, Swimming Pools)

References: Available upon request.

Country Sales Manager – Pilosio Scaffolding & Formwork | Jan 2025 – Present

- Building long-term relationships with consultants, contractors, and project stakeholders in NEOM.
- Preparing and submitting technical and commercial proposals for high-profile infrastructure projects.
- Responsible for key account management and business development across the western and central regions.
- Currently managing the Trojena project (NEOM) with a focus on scaffolding and formwork solutions.