

# Emad Esmail Nayef

Sales Specialist | Procurement Specialist | Client Relations

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Saudi Arabia, Asir

## SUMMARY

With over 9 years of experience in sales leadership and purchasing skills, I excel in strategic planning, client relations, and market expansion. My career is highlighted by consistently exceeding sales targets and driving team success. Eager to bring top-tier negotiation, team leadership, and business development skills to a dynamic sales team

## EXPERIENCE

### Maintenance and Procurement Manager

#### Bingiham Factory

01/2022 - Present Asir, Saudi Arabia

- Increased team performance by 15% by organizing quarterly sales conferences to boost morale and unity.
- Developed and follow purchase order In SAP Ariba and created work flow by system.
- Negotiated and secured contracts with electrical Saudi company worth over SAR 5M, contributing significantly to the company's bottom line and strategic growth objectives.
- Developed and executed a comprehensive training program for new hires, reducing ramp-up time by 50% and significantly improving maintenance team productivity.
- Implemented a CRM system that improved lead tracking and sales forecasting accuracy by 35%, enabling more strategic decision-making.
- Organized quarterly sales conferences to align on goals, share best practices, and foster team unity, which was instrumental in boosting team morale and performance.

### Sales Supervisor

#### AI-WAAL

11/2020 - 12/2021 Asir, Saudi Arabia

- Managed a region generating over Target in annual sales, exceeding sales targets by 20% each quarter through effective territory management and customer engagement strategies.
- Launched a partner program that increased sales channel revenue by 30% within the first year, enhancing product distribution and market penetration.
- Increased client retention rates by 25% by enhancing customer service protocols and team training.
- Collaborated with marketing to develop targeted campaigns that increased lead generation by 40%, directly impacting sales growth.

### Channel Sales Manager

#### Jazeera Paints

02/2017 - 11/2020 Asir, Saudi Arabia

- Exceeded individual sales targets by 25% for three consecutive years through effective client relationship management and strategic sales approaches.
- Played a key role in a project that resulted in a 20% increase in customer retention by enhancing product training sessions for clients.
- Contributed to a 10% year-over-year growth in sales by identifying and penetrating new market segments with high potential.
- Facilitated successful negotiations of contracts with major clients, securing deals that were 15% above the average contract value.

### Team Leader

#### Vodafone Egypt Telecommunications S.A.E.

03/2015 - 01/2017 Cairo, Egypt

- Oversaw a sales team of 15 members, coordinating over 100 client meetings and sales presentations monthly.
- Increased sales volume by \$2M annually, resulting from strategic client relationship management and market expansion efforts.

## EDUCATION

### Business Administration

#### Cairo University

09/2011 - 09/2014 Egypt, Cairo

## SKILLS

SAP Ariba

POS system

Procurement Skills

OSHA

Market Expansion

Sales Forecasting

Contract Negotiation

Team Leadership

CRM Software

Sales Training & Development

## CERTIFICATION

### OSHA

Focused common safety and health hazards on the job

### Advanced Sales and Marketing

Focused on innovative sales techniques and strategies for market penetration and growth. Provided by Coursera.

### Effective Sales Leadership

Covers leadership principles for sales managers, including team motivation and performance management. Offered by LinkedIn Learning.

## PASSIONS



### Innovative Technology

Passionate about leveraging technology to solve real-world problems and drive business growth.



### Mentoring

Dedicated to mentoring young professionals, sharing knowledge and experiences to help them grow in their careers.

## LANGUAGES

### Arabic

Native



### English

Advanced



## ACHIEVEMENTS



### Top Sales Director Award

Received the Sales supervisor award in 2022 for leading the team to achieve a 40% increase in annual sales revenue.



### Market Expansion Success

Led the successful expansion into three new markets, increasing the company's market share by 25% within a year.



### Key Account Acquisition

Negotiated and secured a pivotal contract worth over \$10M, significantly contributing to the company's strategic growth.