

Islam Gouda

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Madinah, Saudi Arabia

SUMMARY

A highly motivated professional Regional Sales Manager with extensive experience in business development across energy, infrastructure, and engineering projects in the Saudi market. Proven track record in leading strategic initiatives, developing and managing key accounts, and driving market expansion through strong customer relationships and consultative selling. Skilled in sales forecasting, market analysis, and cross-functional collaboration, with a deep understanding of integrating innovative products and services to meet client needs. Adept at identifying and capitalizing on new business opportunities, ensuring long-term growth, and optimizing customer satisfaction. Expertise aligns with the Saudi Vision 2030 objectives, contributing to economic diversification and sustainable development. Familiar with the local business environment, with the flexibility to relocate anywhere within Saudi Arabia, especially the Western Province, based on project requirements or organizational needs. Eager to contribute to business development by applying skills and experience to drive organizational success, expand market presence, and foster sustainable growth.

SKILLS

- Business Development Strategy
- Market Expansion
- Strategic Partnerships Building
- Customer Acquisition
- Client Relationship Management
- Opportunity Identification
- Cross-functional Collaboration
- Stakeholder Engagement
- Product Integration
- Client Retention
- Market Analysis
- Strategic Planning
- Project Integration
- Process Optimization
- Contract Negotiation & Management

WORK EXPERIENCE

Regional Sales Manager | ACO | Central & Eastern Province Infrastructure Segment

Apr 2023 – Present

- Develop and manage distributor networks, driving regional sales expansion through strategic partnerships and robust relationship-building initiatives.
- Design and implement sales strategies aligned with company objectives, optimizing performance to consistently meet and exceed regional targets.
- Conduct in-depth competitor analysis and customer need assessments, identifying opportunities for growth and informing business development strategies.
- Enhance customer engagement by cultivating long-term relationships with key stakeholders and improving satisfaction, ensuring repeat business and loyalty.
- Collaborate with the Sales Director to set precise product forecasts and develop strategic plans, ensuring sales activities align with market expectations and business objectives.
- Ensure compliance with company policies, industry standards, and legal requirements, maintaining the highest operational integrity and minimizing risks.
- Track regional infrastructure projects, managing key opportunities and contracts, ensuring alignment with long-term growth goals.
- Work closely with cross-functional teams (technical, product development, logistics) to ensure cohesive sales processes and the effective delivery of solutions.
- Represent the company at industry events, building networks, generating leads, and increasing market presence through active participation in exhibitions and conferences.

Key Account Manager | HILITI | Central & North Region Energy & Industry

Jan 2020 – Mar 2023

- Led the development and execution of tailored sales strategies for key accounts, driving market penetration and fostering sustainable revenue growth within the energy and industrial sectors.
- Cultivated and strengthened long-term relationships with high-value clients, managing a portfolio of 14 engaged customers and ensuring consistent sales pipeline growth.

- Delivered innovative, customized solutions by deeply understanding client needs, presenting technical proposals, and aligning solutions with industry-specific requirements to enhance satisfaction and loyalty.
- Conducted consultative sales processes and live demonstrations of Hilti tools for Power and Water projects, boosting product adoption and deepening customer engagement, with a specific focus on 4 major mega projects.
- Collaborated with leadership to develop accurate sales forecasts and set clear objectives, ensuring alignment with both short-term targets and long-term business goals.
- Managed the financials of key accounts, negotiated pricing structures, addressed overdue accounts, and ensured profitable contracts while minimizing financial risk.
- Partnered with technical, product development, and operational teams to deliver seamless solutions for customers, supporting their unique needs and ensuring efficient project execution.

Sales Engineer | HILTI | Central & North Region, KSA
Energy & Industry, Power and Water Projects

Jan 2017 – Dec 2019

- Drove significant territory growth by building strong customer relationships, consistently identifying and capitalizing on new opportunities across the energy and power sectors.
- Delivered consultative selling solutions, aligning Hilti's products and services with customer needs, optimizing their project outcomes while ensuring cost-effectiveness and efficiency.
- Conducted hands-on jobsite training and live product demonstrations, empowering clients to fully leverage Hilti tools and enhancing product adoption and customer satisfaction.
- Promoted Hilti's extensive aftercare services, reinforcing long-term partnerships by ensuring seamless post-sale support and consistent customer engagement.
- Facilitated the procurement of essential documents, clearances, and certifications from the Saudi Electricity Company (SEC), ensuring smooth project approvals and compliance.
- Identified and captured additional sales opportunities during project implementation and rollout, driving incremental revenue growth within existing accounts.

Field Engineer | HILTI | Riyadh, KSA
Energy & Industry, Power and Water Projects

May 2015 – Dec 2016

- Spearheaded collaboration with key stakeholders, including HILTI customers, sales teams, contractors, and designers, to drive the integration of Hilti Engineering products into major projects, securing technical approvals and enhancing product specifications in design phases.
- Delivered high-impact site assessments and hands-on demonstrations, providing tailored solutions to design challenges, ensuring seamless product implementation, and reinforcing Hilti's technical value proposition across key projects.
- Drove business growth by identifying new product applications, capturing market insights through customer feedback, and partnering with sales teams to develop targeted strategies that aligned with local market needs and expansion goals.

Site Engineer | Saudi Binladin Group | Jeddah, Saudi Arabia
KAIA Project

Feb 2013 – Oct 2014

- Directed interior finishing activities on-site, ensuring the seamless execution of construction phases and maintaining strict adherence to project specifications, timelines, and quality standards.
- Streamlined documentation and compliance processes by managing the submission of technical documents, coordinating inspections, and maintaining accurate records of testing and quality control activities.
- Supervised subcontractor operations and daily site activities, providing technical support and guidance to the project team, ensuring optimal productivity and strict adherence to safety and quality protocols.

Project Engineer | Al Bassam Office for Projects Management | Qassim, Saudi Arabia

Oct 2010 – Dec 2012

EDUCATION

- **Diploma of Marketing 3x1 - MBA** | In Progress
- **Bachelor's Degree in Civil Engineering** | Zagazig University, Egypt | 2010

LANGUAGE

- **Arabic:** Native
- **English:** Very Good