

Mohammad AlNajmi, MSM

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Objective

Seeking a leadership position in a role spanning Sales, Marketing and Business Development. Ideal industries include construction's and building materials, equipment and oil and gas. Ideal role would include a customer-facing aspect to align the technology to market needs.

Summary

Dynamic and results-oriented Sales, Marketing and Business Development Manager with over 13 years of successful new business development, competitive market share expansion, distribution and channel management, and customer-relationship development. Business developer focused on customer needs and innovative problem-solving solutions; built bridges with key customers cultivating over \$20 million of revenue. Recognized by colleagues as an effective leader who excels at building, growing and leading high performance and diverse teams. Proven expertise in Sales Management, Strategic Business Development, and developing new revenue streams in both B2B and B2C business.

Key Achievements

- Managed a turnkey project with development of a growth plan with product roadmap, budgeting, timeline and products to launch.
- Managed Fischer's P&L of \$8 Million with an annual growth of 20-25% year on year.
- Developed totally new and major markets e.g. KSA & KU for Fischer company by establishing and allocating resources, targets, budgets, and channel partners, going further with coaching on technical and commercial aspects.
- Establishing locally and from scratch Fischer's Abu Dhabi branch.
- Developed the export market for Mungo with a plan started with GCC then further to MENA region in addition to Pakistan.
- Developed full new line of product "Hanger support and channels" starting with the business plan and product road map to assigning channel partner and actual selling and marketing of the whole range as a strategic move to increase the company turnover and growth plan.
- Developed a strategic partnership with local partners in Abu Dhabi for Mungo Company which guaranteed reduced cost, increased revenue and market penetration in southern areas.
- Lead and won bidding on tenders or clients throughout the Middle East and North Africa including: PCE (Abu Dhabi Airport), Saudi Bin Laden Company, Samsung, Banadary (Qatar), Voltas (Oman), ARABTEC (Egypt).
- Increased sales revenue of Mungo Brand to over \$1.5 million as a result of establishment of new distribution channels in UAE, Qatar, Saudi, Bahrain, Egypt, and Pakistan as well as winning major contracts with key accounts. While reducing the COGS by 10-15% through NetSuite inventory management system & cumulative personal experience about market needs.

Core Competencies

- Sales, Marketing and Business Development, Distribution Management, Key Accounts Management and Team/People Management
- Go-To market strategy development for key verticals (Construction and building materials, equipment, O&G, Marine, Power & Energy...etc.), Development and Execution of long terms and short term Sales and Marketing Plans and Tactics (Strategic Planning). Strategic marketing degree.

Experiences:

Company - Palfinger Group GmbH

Area Sales Manager Middle East, Africa & Southeast Europe

Feb 2022- Present

Company Industry: Equipment, Machinery

Location: Krefeld - Germany

- Handling channel partners in Middle East, Africa & Southeast Europe
- Markets trends & needs analysis.
- Achieving assigned sales targets.
- Building sustainable relationship with major stakeholders on C- level ensuring a secured closed sales cycle.
- Evaluating, assigning new partners & train, enabling partners to perform.

Company - KOMPAN A/S

Business Development Manager Middle East & Africa.

April 2017- Jan 2022

Company Industry: Equipment, Outdoor fitness Equipment, Engineering -

Location: Dubai - Area MEA

- Handling channel partners in MEA
- Expanding distributors network in the region
- Managing sales team to achieve budget and target for MEA Region.
- Building sustainable relationship with major stakeholders on C- level ensuring a secured closed sales cycle. This includes the Project owner _ client, Developers, specifiers, Engineering firms and consultants, architects & construction companies (actual buyers).

Company - Hilti Co - Qatar

Area Sales Manager (Energy & Industry)

March 2016 - April 2017

Company Industry: Engineering, Construction, Power tools and Building Materials -

Location: Qatar

- Leading the sales team specialized in the area of Energy, O&G and Industry segment.
- Team development and evaluation
- Team target achievement

Company – Mungo Befestigungstechnik AG

Business Development Director MEA

Jan 2013 – Feb 2016

Company Industry: Engineering, Construction and Building Materials

Location: UAE - Dubai

Achievements to Credit: lead the company profile expansion from local market to Regional market, increase the sales & strategic partnerships in Middle East and Africa

- Find, assign, train and support new agents in MEA region based on company's growth plans.
- Work with partners and end customers to generate significant growth direct and indirect sales revenues from the full portfolio of Company's Products and Services.
- Develop deep customer / end-user relationships and ensure that the benefits of Company's solutions are well understood. Ensure that opportunities are fed to appropriate channel partners and to check that they are delivering an effective service to customers.
- Meet or exceed assigned revenue targets for profitable sales and strategic account objectives and ensure that reasonable profit margins are maintained in each country.
- Raise the profile of the Company within associated public and private organizations. By direct visits to key projects, Key Customers and strategic customer allocation and distribution on internal sales force.
- Support partners/distributors in complex bids and solutions.
- Work with the Sales Operations Manager and Company's Customer Service teams to ensure that Mungo's ambition "best in class" in terms of its responsiveness and competitiveness in meeting distributors Partner and customer requirements.
- Pipeline management and sales/revenue forecasting, new product and service launches and business development initiatives.
- Technical and commercial training, gathering market intelligence and providing input in to offer development team.
- Development and maintenance of effective Strategic Account Plans (updated min half-yearly) for action in close consultation with End users/distributors, Product management teams and Global colleagues, as well as other Business units where appropriate.
- Production of timely activity reports, revenue forecasts and commentary as well as Maintenance of key strategic and tactical activity plans.
- Managed the product offering life cycle from strategic planning to tactical activities while sustaining business growth and profits.
- Identified key product offerings, analyzed and assessed potential channel partners and allocating them for the obliged extent.
- Staff Development. Hire, retain, and develop talent.
- Supporting the division head (VP Sales) in creating and actualizing a broad go-to-market arrangement while engaging in new product development and new marketing conceptualization.

Company - Fischer Befestigungssysteme

Country Sales & Development Manager (Multi Positions)

June 2007 –Dec 2012

Company Industry: Engineering, Construction & Building Materials

Location: UAE & KSA

Achievements to Credit: a senior team member who helped in driving sales for the company to achieve a sales target of \$15 million in 2012 from \$ 0.5 million in 2006

• **(A) UAE: Area Manager - Abu Dhabi (June 2007 - Dec 2010)**

- Developing a new target market “Abu Dhabi” by establishing a separate team from existing and new employees to be relocated or hired in Abu Dhabi area.
- Lead Abu Dhabi team to Achieve agreed sales and margin targets through maintaining business relationships with customers & partners. Monitoring the overall sales performance and initiating corrective actions if needed, in coordination with the Sales and Management. Managed team of four sales engineers, one technical engineer and two administrators.
- Supporting defining a general marketing strategy and planning and coordinating respective action.
- Supporting clients and consultants in terms of projects design and commercial aspects by Provide leadership to the day-to-day operations of the sales and technical departments while maintaining focus on the company's strategic goals.
- Repositioned Fischer Company image in the specification environment and markets by focusing on major consultants, design firms and engineering departments.
- Identified and developed strategies for new business opportunities in the region, with emphasis on increasing sales, managing pricing and revenue generation.
- Engaged in identification of new product ideas, DIY market and existing product development while building in-depth knowledge of the market and consumers.
- Provided leadership to the day-to-day operations of the sales department while maintained focus on the company's strategic goals. Receiving and providing reference reports on projects and clients.
- Ensured the completion of overall cycle of sales, after sales services and customer satisfaction.

• **(B) UAE Area Manager + Business Developing Kuwait, Egypt (Jan 2011 - Dec 2011).**

- New assignment in addition to handling Abu Dhabi area business developing for Kuwait and Egypt by assigning 25% of time to mentioned markets.
- Transferring the business concept and overall strategies applied in UAE to Kuwait and Egypt. Analyzed the market needs and what strategy alteration should be applied depends on each market trends and products mix.
- Built a training strategy in three phases’ targeted design and specification environment, Sales force, and customers.
- Implementing the key project concept through hiring key project managers engaging with UAE head office technical teams.

• **(C) Country Sales Manager – Saudi Arabia (Jan 2012 - Dec 2012).**

- Relocated to Saudi Arabia – Jeddah as a one-year assignment to establish the Saudi market.
- Evaluation of current agents in the kingdom and making decisions about overall strategies Fischer will implement.
- Developing the technical and sales abilities to agent’s salesforce, hiring total of three technical engineers in the major 3 cities in Saudi Arabia.
- Making decisions of stock levels and inventory management.
- Determining market segments and areas of focus.
- Provided leadership to the day-to-day operations of the sales, created Key projects, key customers and key products to Saudi market.
- Generating an outstanding sales figure of \$4.0 million.
- Creation and Reposition the company image as one of the world leader companies on its field.

Company - Construction Machinery Center CMC.

Senior Sales Engineer

June 2006 – May 2007

Company Industry: Industrial & Construction Machinery

Location: UAE – Dubai

Achievements to Credit: Transferred of ERP and CRM systems applied in my previous company, achieving outstanding sales figures for the brand Wacker Neuson.

- Key accounts/Key projects manager for Dubai's business bay, sport city and emirates road territories. achieving agreed sales and margin targets for assigned territory
- Sell the company's portfolio of Products, Air compressors, Power tools, Concrete mixers & Concrete pumps). With bigger focus on Wacker Neuson and Cedarapids, and Terex equipment.
- Prepare technical proposals, negotiate agreements, and prepare Submittals for consultants and official offers.
- Handling complaints and after service inquiries, coordination with central workshop for repairs, warranties and maintenance of equipment purchased.

Company - Hilti Co.

Technical Marketing & Sales Advisor

April 2003 – May 2006

Company Industry: Engineering, Construction & Build. Materials

Location: Saudi Arabia – Riyadh

- Primary responsibilities include achieving and exceeding the territory sales quota through proactive sales activities to drive sales within existing customer accounts and develop qualified new business leads, Customers.
- Manage the full sales cycle from lead generation to close deals.
- Manage and execute all sales promotional campaigns.
- Ensure consistency of sales processes, practices and procedures, Prepare and release relevant reports to provide Management with timely information to monitor the progress of sales against targets.

Selected Projects

- Salesforce then NetSuite ERP system integration and implementation for Mungo
- Hand over Mungo's warehousing to third party inside Jebel Ali resulting in 10% decrease in warehousing cost.
- Adding new products - Hanger support & Channel systems to Mungo's portfolio of products.

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Education

University of Wollongong - Master of Strategic Marketing - MSM 2013
Baghdad University of Science and Technology - B.Sc. Agri -Mechanical Engineering

Languages: Arabic (mother tongue), English (Fluent), & German (Beginner A2)

Driving license: UAE, KSA, QR, JOR

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