



Ahmad Abbadi

Business Development Director

📍 Dubai - United Arab Emirates

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Languages

English (Fluent)

Arabic (Native)

About

11+ years of UAE Results driven Sales professional with over 13 years of experience into E-commerce & Digital Marketing, Startup Environment and Information Technology (IT). Strong professional and communication skills in Business Development, Key Account Management, Solution Selling, Strategic Partnerships, Business to Business (B2B) Sales, Advertising Sales, ROI, Corporate Presentations, Negotiations, Business communications, Business Operations, Sales Operations, Market Penetration Strategies, Global E-commerce, Product Management, Distribution Management, Category Management, Problem Solving, Customer experience solutions, Digital Media, Presentation Skills, Team handling, leadership & Networking. Proven ability to build a result-oriented end to end sales plans that drive footfall, revenue & share of voice across multiple markets & business channels - traditional & online, Go-to-Market Strategy, Data Analysis. Adapt at transforming projects from ideas to sales-driven solutions.

BRANDS WORKED WITH

Art TV Network

Cobone

Fastlink Mobile L.L.C

Group4deal.Com

LaboShop

Pere

Pudu Robotics

the Bigfish Online Services

Experience

● Senior Sales Manager

Pere | Apr 2022 - Now

pere.com Easy way to get customers in seats and reward loyal referrers



● Digital Sales and Marketing Specialist

LaboShop | Oct 2021 - Apr 2022

laboshop.ae pcrbooking.ae

- Managing suppliers accounts along with the digital activities and correspondances that includes but not limited to (marketing, contracting, and negotiations) which will be related to LaboShop websites (laboshop.ae / pcrbooking.ae)
- Drawing the marketing strategy in coordination with the sales team.
- Design and manage digital media campaigns aligned with business goals and needs using google ads, social media and direct newsletters.
- Coordinate the creation of digital marketing content (website, blogs, press releases and podcasts).
- Maintain a strong online company voice through social media using the latest analysis technology such as Google analysis and Microsoft clarity.
- Submit and promote laboshop products on google shopping.
- Suggest and implement direct marketing methods to increase profitability.
- Monitor ROI and KPIs.
- Planning, development and execution of international digital programs and campaigns, including online advertising, website strategy and design, social media, mobile, and deliverables.
- Manage the SEO of laboshop website to guarantee the best visibility using all possible technologies.
- Stay up-to-date with digital media developments.
- Communicate with the local and international retailers seeking for coupons to be used for our PCRbooking.ae project, the communication to start from the preparation of the proposals, contacting decision makers, negotiations, contracting and finally managing their accounts
- starting from the publication of the coupons online, following up, monitoring the performance, solving any related inquiry or issue.
- Work closely with sales and IT teams to guarantee the best performance, appearance and easiest user experience of all online platforms (websites and mobile apps)
- Reporting directly to the CEO.



● Business Development Manager

Pudu Robotics | Jul 2021 - Oct 2021

www.pudurobotics.com

- Explore potential customers, reserve high-quality customer resources, achieve the sales target of the responsible market and ensure steady growth of performance.
- Deal with customer inquiries, quotation, delivery, pre-sales training, after-sales service and other daily business work to fully improve customer's experience.
- Periodically report the market conditions according to the progress and needs of business development, formulate practicable and effective sales strategies and business planning schemes.
- Collect market feedback and users' advice, investigate the market and competitive product information to put forward constructive suggestions for product optimization and development, help to develop more reasonable product and market strategies.
- Assist the Marketing Department to formulate and implement local sales/marketing activities, enhance the company's brand awareness and influence, promote the achievement of sales performance.



● Sales Account Director

Cobone | Sep 2015 - Jun 2021

www.cobone.com

- Respond and follow up sales inquiries
- Manage several accounts over 400 suppliers & service providers (Restaurants, Spa, Hotels, Tour operators, Products, Clinics, ...Etc)
- Feature market-focused promotion on the best things to do, see, eat and stay in cities across the GCC.
- Helped launch Northern Emirates website and onboard new accounts for specific cities.
- Salesforce & CRM reporting for forecasting and data analysis.
- Preparation and submission of deal ideas/contracts
- Prepare photos and script of the deal.
- Track and report on the status of all existing clients and new potential clients
- Train new companies need to play fair with their customers to improve its Customer satisfaction level.
- Guide companies for new marketing Campaign to achieve sales target.
- Perform market research to identify marketability of existing or potential products and services
- Attend and present at outdoor & indoor meetings with other companies to perform duties and aid business development
- Active participation in prospection, qualification, negotiation, agreeing on terms and finalization of business deals
- Obtain customer feedback through customer satisfaction form, monitor and analyze the feedback and communicate the result to all concerned
- Build high density networks around existing and new clients.
- Coordinate with clients for payments.
- Conduct sales team meeting and Providing training to the new hires
- Any other task assigned by the management.
- Reporting Directly to the CEO

● Business Development Manager

the Bigfish Online Services | Mar 2014 - Sep 2015

www.bigfish.ae

- Succeeded in signing 30 contracts with different sectors within the first month of opening the business
- Manage several accounts over 200 suppliers & service providers (Restaurants, Spa, Hotels, Tour operators, Products, Clinics, ...Etc)
- Closely review the deals signed with clients and follow up on implementation of contracts
- Responsible for managing all aspects of the deal from identifying leads, face to face contact and closing of deals
- Ensuring that leads are continually generated and existing contacts and business are routinely maintained
- Generate revenue to help meet daily, weekly sales targets
- Respond and follow up sales inquiries
- Preparation and submission of deal ideas/contracts
- Prepare photos and script of the deal.
- Track and report on the status of all existing clients and new potential

clients

- Perform market research to identify marketability of existing or potential products and services
- Attend and present at outdoor & indoor meetings with other companies to perform duties and aid business development
- Active participate in prospection, qualification, negotiation, agreeing on terms and finalization of business deals
- Build High density networks around existing and new clients.
- Coordinate with clients for payments.
- Resolve customer complaints and queries in a professional and appropriate manner
- Devising strategies to drive online traffic to the website
- Utilizing a range of techniques including SEO and driving referral traffic
- Helping to create Social Media Marketing Plan
- Effectively Co-operate with key decision-makers, i.e. Managing Directors, Business Owners, Sales Managers, Marketing Directors and Finance Managers
- Working on increasing the data base of the company

● **Business Development Manager**

Group4deal.Com | Apr 2013 - Jan 2014

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● **Sales, Logistics Manager**

Fastlink Mobile L.L.C | Jan 2011 - Jan 2013

Logistics manger: store keeping, stock control, ship and Receive shipment at Dubai Airport Free Zone (DAFZA).

- Organize the storage and distribution of goods.
- Handling all the international and local shipments.
- Monitor product import or export processes to ensure compliance with regulatory and legal requirements.
- RMA: return mobiles from customers checked, fixed and return them again to customers.
- Sales: whole sales.

● **Channel Coordinator**

Art TV Network | Nov 2008 - Jun 2010

Jordan Media City (ART TV)

- Supervises the preparation of the daily program log Assists in the selection of and supervises the recording of programs, promotional materials, and satellite feeds
- Supervises the library of pre-recorded programs
- Supervises the preparation and distribution of upcoming program listings
- Acts for the station manager in his/her absence and at his/her direction
- Coordinates production/operation activities, such as scheduling of facilities, staff, and equipment
- Assists the station/program manager in duties, special projects, and other related duties as assigned