



# Ahmed Farag

## Regional Business Development

Business development manager with 8 years of experience impacting positive outcomes through technical sales and project management. Proven history of driving revenue growth and profitability. Committed to continuous improvement and contributing to team success.

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Dubai, United Arab Emirates 

British 

## WORK EXPERIENCE

### Regional Business Development Manager Incubeta MENA

03/2022 - Present

Global Digital Marketing Agency

Dubai, United Arab Emirates

#### Key Responsibilities

- Building and maintaining relationships with key contacts at potential clients and partners in order to get access to new opportunities.
- Consulting large organisations on various digital marketing functions and strategies including growth, engagement, audience following, sales conversions, and competitor analysis across all online channels
- Managing and maintaining a structured analysis of target markets, clients, and documentation in the CRM system
- Handling negotiations with the clients (financial terms and agreements)

### Regional Sales Manager - MENA Region Big Foot Systems - ME

09/2016 - 03/2022

Key Responsibilities

Dubai, United Arab Emirates

- Building relationships with major developers, consultants and clients in the construction industry - MERAAS, EMAAR, MAF & many more
- Responsible for leading negotiations for major projects with key decision makers
- Developing strategies to introduce and expand the business in the GCC region
- Responsible for selling the range of products on large commercial projects such as Dubai Hills Mall, La Mer Open Beach, City Walk, Deira City Centre and Vox cinemas for roof support product
- Managing the project lifecycle all the way from design stage to installation on site for projects
- Managing and leading the operational team
- Improved efficiency by implementing and introducing processes for operations for the business
- Overseeing all operational angles including demand planning, forecasting, distribution and logistics

### Regional Specification Manager Big Foot Systems UK (Midlands and South West)

03/2016 - 09/2016

Dubai, United Arab Emirates

### Project Engineer Big Foot Systems UK

04/2015 - 03/2016

Key Responsibilities

Dubai, United Arab Emirates

- Designing and estimating projects to meet customers' requirements
- Providing technical support for project specific design and calculations
- Carrying out technical calculations based on customers' requirements
- Designing 2D and 3D models using AutoCAD, Inventor and Solidworks

## EDUCATION

### Bachelor in Engineering - Mechanical Engineering Technology University of Greenwich

09/2010 - 07/2014

## INTERESTS

Reading

Racket Sports

Football

Volunteering

Meditation & Yoga

## LANGUAGES

Arabic (Fluent)

English (Fluent)

## TECHNICAL ACUMEN

Inventor

Hubspot CRM

Solidworks

AutoCAD