



Faisal IBRAHIMI

Key Account Manager

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PROFESSIONAL OVERVIEW

Profit and Value Driven professional bringing to the table nearly 10 years of unparalleled business acumen reflecting next level of strategic, managerial, and commercial contributions, primarily focused on building and leading channel accounts and engagements. Successful Business Developer and an Engagement Specialist delivering high-quality sales and account solutions & tools to the business utilizing in-and-out knowledge of business ecology. Acting as a ready reckoner for the management on KPIs, segment margin, sales, and business performance. Convincing communicator, well-versed in French, English, Italian and Farsi languages. Globe Trotter, travelled extensively in various countries of Africa, Middle East, Asia and European continents.

EDUCATION

2014-2016

Burgundy School of Business,
Dijon, France –
Master's in Management
Validated with honors
Specialization: International
Business (English Track)

2011-2012

Grenoble Business School,
Grenoble, France –
Bachelor's degree in Business
Administration and Management

2008-2010

Lycée la Martinière Duchère,
Lyon, France –
Business preparatory class

2008

Lycée Saint Just, Lyon, France
French Baccalaureate
(Equivalent to A-Level)
Validated with honors

LANGUAGES

Native: French, Farsi (Persian)
Fluent: English, Italian (C2)
Other: Spanish (B1),
Arabic (A2, actually student at
Eton Institute, 6h/week)

EXPERIENCES

July 2018 - Present

Key Account Manager • TotalEnergies • Dubai, UAE

Crafting a well-defined account development plan including KPI's for each account in support with the National Sales Manager aimed at discovering new opportunities, bolstering incremental sales of lubricant products and services, business outreach and drawing desired profitability.

Performing in the best of my capabilities in building, managing, and maintaining industrial customers and harmonizing mutual interest.

Visiting extensively to meet local partners in the assigned territory, working together with management and marketing team to work-out annual business plan for key products market promotions and positioning.

Leading and guiding 70+ key accounts and monitoring their purchases as well as participating in training end-users on TotalEnergies solutions and services.

Championing business objectives of mapping and growing the customer base in long-term business interest and ensuring customer retention by applying tactical and strategic go-to-markets models

Demonstrating advanced understanding, industry insight and experience in developing company's brand and interacting with end-users to promote new products in line with the market requirement.

Analysing sales statistic forecasts and providing sales performance and monthly activity reports.

SIGNATURE SKILLS —

Channel Program Development & Roll-out

Marketing Events, Webinars and Tradeshows

Techno-functional Training of Distribution Partners

Channel P&L Management

Channel Partner Sales Team Support

Business Financial Management

Segmentation of Channel Partners

Market Intelligence & Positioning

Product Development

PROFILE SHOOTOUTS —

Unbeatable country level experience in on-boarding multiple channel partners from Middle East and Africa geared towards achieving business mandates and fortifying and positioning business among the industries top players.

Known for expanding & driving business in the unexplored markets and seeding revenue generating streams while connecting dots between distribution channel, business, manufacturer, and customers/end-users.

Earned accolades for driving results / strategies to build profitable businesses, converting competitor Channel partners into company's channel partners and introducing new products & services.

SOFTWARE PROFICIENCY —

MS Office (Word, Excel, PowerPoint & Outlook)

CRM Salesforce

September 2016 – June 2018 **Area Sales Manager • IMED • Dubai, UAE**

Managed a multitude of responsibilities and explored new business prospects across the region. Mainly focused on French companies willing to reach the Middle East and African market. Provided key inputs to aid market expansion strategies and attain company sales goals & profitability as well as coordinated development of action plans to penetrate new markets.

Example of missions :

Area Sales Manager for LTBM (Les Toques Blanches du Monde) – Distributor of fine food and beverage with their own private label. Already distributed in 4 stores in UAE. Increased the number of stores in UAE to 16. Development in KSA with the two biggest actors of the market and in Iran, Kenya, South Africa, Uganda, Senegal and Morocco with the biggest actor.

Area Sales Manager for Labelians – CML Group – Leader in the French Market in consumables dedicated to laboratories. Development of the Activity from scratch. Leading and guiding the founded distributor and monitoring the sales as well as participating in training end-users on Labelians products.

Area Sales Manager for T'NB manufacturer of IT products. Channel management of retailers in the Middle East and Africa. Acting as a ready reckoner for the management on KPIs, segment margin, sales, and business performance.

January 2016 – August 2016 **Sales Manager • Cabinet Dentaire Montchat • Lyon, France**

Dental clinic with five dentists and four assistants. Management of all the non-medical aspects. Clinical protocol creation to optimize the agenda of the dentists, to lower the costs and increase revenue. Negotiation of supplier prices. In charge of accompanying patients from scratch to reach a perfect oral care.

December 2014 – December 2015 **Sales Manager • CMA International • Lyon, France**

Alternating three weeks/month at office with one week at school. Road transport Company, part of Dimotrans Group, sales revenue of €14M. Selling truck transport around Europe. Answering to tenders, developing business around France, Spain, Italy and Eastern Europe. Developing partnership with other truck companies. Business development especially toward Italia, Romania, Bulgaria and Turkey.

October 2012 – November 2014 **Sales Manager • Impact Sales & Marketing • Paris, France**

Started as Sales representatives BtoC for the first 6 months then became Sales Manager for the Rhône-Alpes / Auvergne Region (Largest French area)

Managing a team of 26 sales representatives in 23 stores around the area. Analysing sales statistics forecasts and providing sales performance and monthly activity reports.

Awarded as the Best France Salesman 4 months in a row.