

# SHANE DONNELLY

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## SUMMARY

As a regional Sales Manager handling up to 15m GBP in sales revenue across 63 countries in Africa & Middle east I am a Professional Sales Manager with over 9 years of experience in Aviation sales industry. Adept at developing productive relationships with ground handlers and airlines also establishing new business accounts to achieve sales goals. Excellent sales and marketing knowledge with advanced skills in market development and account retention.

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## EXPERIENCE

**Senior Regional Sales Manager**, 04/2017 - Current  
**Mallaghan Group** - Dungannon, Tyrone

- Liaised with customers on available production slots to meet start up deadlines.
- Generated monthly and annual sales reports to sales director to determine growth and areas requiring improvement.
- Forecasted product sales and achieved quarterly and annual sales objectives.
- Maintained friendly and professional customer interactions.
- Educated customers on available processes and services to increase sales.
- Managed relationship building between company and clients, completing regular visits in Middle east, Africa, Europe.
- Created strategic sales plans, designed to increase sales, customer loyalty and market awareness.
- Retained existing customers and substantially grew customer base, product line and sales volume.
- Created professional sales presentations to creatively communicate product quality and market comparisons.
- Negotiated with vendors to provide most profitable margin.
- Understanding customers aircraft types and location to provide most suitable equipment solutions.
- Providing consultations on sustainability requirements for electric ground support equipment by visiting airports.
- Preparing bids and tenders documents in over 75 countries.
- Reporting weekly to company CEO and Sales Director for updates on sales within responsible regions.
- Making commercial decisions and negotiating with ground handlers/airlines on financial decisions without CEO approval up



## CONTACT

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## SKILLS

- Hardworking
- Positive attitude
- Well-organised
- Highly motivated
- Customer care
- Problem-solving
- Logical reasoning
- Budget analysis
- Results driven mindset
- Ability to work independently or as part of a team
- Persuasive abilities
- Willingness to learn and adapt
- Analytical skills
- Project management skills
- Relationship building
- Extensive industry knowledge
- Cultural awareness
- Procurement processes
- Ethics and compliance
- Risk management
- Decision-making
- Strategic thinking

to 1m GBP.

- Planning and executing work trips to visit customers/airports in MENA
- Collaborated with team members to provide exceptional customer service, ensuring that customer needs were met and exceeded.
- Drove significant growth in the Scandinavian market through a combination of market research, customer engagement, and strategic planning.
- Demonstrated the ability to work effectively under pressure and meet tight deadlines, often working flexible hours to ensure project completion.
- Effectively navigated cultural differences in working with clients around the world, building trust and rapport across diverse communities.
- Built expertise in general aviation and ground support through hands-on experience and ongoing professional development.
- Developed a reputation for self-motivation and initiative, consistently taking on new challenges and driving success through independent action.

- Innovation
- Supplier negotiations
- Supplier strategy generation
- Exceptional negotiation skills

**Spare Parts co-ordinator**, 04/2015 - 04/2017

**Mallaghan Group** - Dungannon, Tyrone

- Actively monitored inventory and replenished low stock levels.
  - Liaised regularly with Service Team to coordinate parts for vehicle repair and service.
  - Demonstrated expert knowledge of basic automotive components and systems to provide sound advice and good judgement to customers.
  - Ordered parts from suppliers based on Service Department and customer requests.
  - Used software for buying, selling and dispatching parts globally.
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## EDUCATION

GCSEs, 2014

**St Patrick's Academy** - Dungannon, MUL

Maths

English

ICT

Engineering and technology

Learning for life and work

Business study's