



# AHMED EL-BADRI

## Strategic Business & Regional Sales Manager (MEA)

Top performing manager with Excellent track record of Business Development, Key Accounts Manager, target achievement. Professional network building skills, driving organizational growth and profitability while working in multinational & fortune 500 companies.

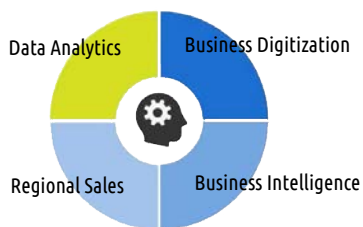
- ✉ aelbadri@gmail.com
- ☎ +971 50 6625279
- 📍 Dubai, UAE
- 📅 10 June, 1980
- 🌐 linkedin.com/in/abadri
- 🌐 https://aelbadri.com

## SOFT SKILLS

- Networking Skills
- Customer Relations
- Budget & Cost Analysis
- Sales Management
- Accurate Forecasting
- Negotiation Skills
- Business Development
- Logistics Management

## TECHNICAL SKILLS

- Web Information Technology**  
Business Analytics Tools, Webmaster Tools, AdSense, Search Consoles, Data Mining and Scraping for Analytics Reporting
- Internet of Things** IoT, IIoT, SaaS, Cloud, AI, Digital Twin



- CRM & ERP Systems**  
SAP, sales force, SAP Business one Quickbooks and SAGE 200, and Hubspot

## WORK EXPERIENCE

### Business Development Manager AlEid Trading



05/2020 – present

A Business consulting & trading firm, developing the markets in various business industries, including Heavy Machinery, Automation, O&G, Information technology, and Digital Services including SaaS (Software-as-a-Service) in UAE and Middle East.

What I do

- Establish and maintaining relationships with new clients, distribution Channels, existing and new clients in various industries (Machinery, Automation, Information Technology, Software Systems, including SaaS Platforms such as CAFM/ CMMS System.
- Generate Sales of spare parts for Actiw Oy and Konecranes-Gottwald and the MAFI Tractor, among other leading equipment.

### Regional After Sales Manager Bromma Cargotec



08/2015 – 05/2020

Bromma a Swedish heritage world leading Container Spreader Handling equipment manufacture for all types' containers and port cranes machines. It is the industry's most experienced spreader manufacturer.

Achievements/Tasks

- Achieved market growth by setting up local consignment stock at DP World and grew the stock value by 60% in 2019 leading to further sales and revenue growth .
- Lead the aftermarket spare parts sales throughout the Middle East and Africa across 28 countries.
- Grew the aftermarket sales in Djibouti by 125% in 2019 total USD 750K.
- Increased regional sales by 60% within the 4 years.
- Responsible for the bottom line of sales, and operations flow from quotations stage, order processing, invoicing, logistics to order delivery of hundreds of order monthly.
- Developing the MEA market and forged long-term strategic relations with Key accounts in the region. While maintained rapport with large government and Private enterprises while identifying new customer opportunities.
- Communicate & present new product lines to customers, identifying new business opportunities, while promoting the latest technologies.
- Developed new markets in Djibouti, Tanzania, established powerful relations with key users in Djibouti during frequent visits in 2018/2019
- Grew market share by driving development through existing agents while conducting interviews & nominating new agents, and dealers, in the new developing markets in the region stimulating business and revenue growth.
- Charted Month-End reporting, Quarter-End (local and regional) run & monitoring Budget Target vs. ACT Sales to insure meeting targets and strategy settings achieving set targets.

### IT Systems Support (Upper Middle East)



#### Demag Cranes - Terex Corporation

01/2011 – 08/2015

Konecranes Oyj is a Finnish company, which specializes in the manufacture and service of cranes and lifting equipment. Konecranes products are made for industries handling heavy loads meaning ports, intermodal terminals, shipyards and bulk material terminals.

Achievements/Tasks

- Responsible for providing IT services for 85 employees between UAE and KSA.
- Coordinate with the department heads of the organization for all ongoing ICT project.
- Lead various strategic ICT projects including 1) Re-Implementations of SAP ERP, 2) implementation of a performance management system, 3) business intelligence platforms, 4) SOX Compliance UME IT annual Budget to the Sales Director.
- Hold monthly KPIs & sales meetings & run reports and perform analysis.

## Business Intelligence

### Business Intelligence

#### Tools

QlickView, SAP  
Crystal Reports,  
Tableau

## BUSINESS CONSULTING

Initiated New Business startup at DMCC

(Complete Business Plan, Application process, Bank Setup, Financial Forecasting, complete solution Product development process to go Live); as well as client in Abu Dhabi including successful Funding from Khalifa Fund For Enterprise Development for AED 1 million.

## LANGUAGE

English



Arabic



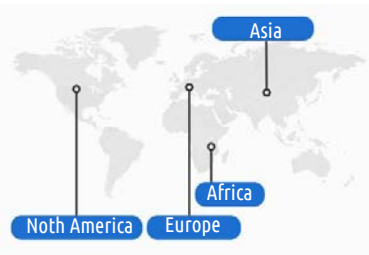
## CITIZENSHIP



Canadian Passport

## MY TRAVELS

Visited over 45+ countries for Business & Education.



## MARITAL STATUS

Married, Two dependents

## WORK EXPERIENCE

### Regional Sales & Marketing Manager

#### SITATEC

01/2010 – 01/2011

A leading UAE based trading company specialized in the heavy machinery and port equipment, serving major customers like Abu Dhabi Ports, Borouge, Emirates Steel, Hutchison. PSA International, to name few.

#### Achievements/Tasks

- Managed Key accounts for in the port industry (DP World), Aluminum (Emirates Aluminum) and Steel Industry (Emirates Steel) driving sales by 25% achieving target of USD 2 Millions
- Handled existing accounts correspondence and new quotation for cranes, spare parts and multiple port technology equipment.
- Identified new customers in the MENA region and build new customer relations driving growth with Key accounts.
- Lead data-driven business decisions by leading actionable monthly/quarterly plans using Data Business insight and data analysis. Produced Key performance indicators for local team improving overall annual sales exceeding target.
- Introduced sales and CRM system (Sage) driving sales productivity and overall growth. Driven the Email to G-Suite Basic for Email access for sales force.



Abu Dhabi, UAE

### Knowledge & Learning Manager | 2007 - 2010

#### DXC Technology

01/2007 – 05/2010

Fortune 500 American multinational corporation provides information technology (IT) services

#### Achievements/Tasks

- Create, coordinate, and publish over 1,000+ knowledge articles, and business processes and procedures used by 100+ employees following ITIL Standards.
- All Articles managed via online internal Portal. Worked closely with the Operation Managers, and Account Relationship Managers on all knowledge transition and system deployments. Have extensive experience of leading and managing various implementations of knowledge capture.
- Performed requirement gathering and analysis through interviews and questionnaires.
- Lead teams of knowledge Eng. on multiple successful knowledge transition projects for Key Accounts from multinational corps for example: British Petroleum, Nobel Biocare and Nissan Corp.& EBay.
- Provided technical demos to clients during UAT, and mentored new team members for a smooth transition.



Montreal, Canada

## EDUCATION

### Master's in Business Administration (MBA)

#### Swiss Business School

07/2018 – 09/2019



Kloten, Switzerland

### Bachelors' Degree in Computer Science

#### Concordia University

01/2001 – 09/2005



Montreal, Canada

## CERTIFICATES

### Certified Scrum Master (2020)

Scrum Inc. ID#SM-2243458



### Mini-MBA, Masters in Business Administration (2014)

Pricewaterhousecoopers (PWC), Dubai



### Prince2® Project Management Certified (2011)

Credential # P2R/US011963



### IT Infrastructure Library (ITIL) V3 IT Service Management (2010)

Credential # 00186229



### Comprehensive Project Management Certified (2009)

McGill University, Montreal Canada



### Certified Lean Six Sigma Green Belt (2008)

McGill University, Montreal, Canada

