

Amani Nathar

Riyadh, KSA | Amani.nather@gmail.com | +966 54 688 0444 | [LinkedIn](#) | Saudi National | Arabic
– Native, English – Fluent

Work Experience

Riyadh, KSA

Informa Markets – Sales Executive

March 2020 – Present

Private sector – Digital services divisions:

- **Developed a customer partnership strategy and sold sponsorships** that accumulated a sales revenue of 7 million USD at the LEAP & Black Hat Middle East Exhibition:
- **Analyzed portfolio companies** to identify potential digital market players and extract the value-added opportunities for each player.
- **Interviewed international and local customers** to upsell sponsorship packages and spaces.
- **Performed a gap-analysis and identified internal pain points** by attending and analyzing exhibitions across Middle East
- **Designed a detailed gap implementation plan for pain points;** setting up an infrastructure improvement roadmap and defining the roles of the responsible stakeholders to reduce bottlenecks

High Source Co. – Business development

Feb 2018 - Feb 2020

Private sector – Human Resources services:

- **Conducted end-to-end execution** of recruiting high-value individuals to meet companies needs and expectations.
- **Develop a growth strategy** focused both on financial gain and customer satisfaction; conducting business meetings with clients, prepare sales contracts and provide trustworthy feedback after sales.
- **Conduct research analysis** to identify new players in the market and market demands.
- **Train and coach** new entry level employees to successful salespeople

Riyadh Exhibition Co. Ltd.

Public Relation Manager & Acting Sales Manager

July 2017 - Aug 2018

- **Lead the Public relation and sales team,** which lead into an 250% raise in sales in year in seven exhibitions between 2017 & 2018.
- **Prepared a detailed implementation plan** to identify the roles of each employee and their goal target.
- **Conducted regular monitoring sessions** to help identify bottle-necks and pain-points within the team
- **Conducted meetings and negotiations** with high value clients.
- **Presented the idea** of two new potential exhibits.

Sales supervisor

July 2015 - Aug 2016

- **Established a “Ladies Sales Department”;** leading a team of 20+ female employees that successfully raised sales of 900%
- **Reviewed and studied** the economics of KSA and its new direction of it in the future to use it to convince the clients.
- **Reviewed and approved** the sales and target goals as a project leader.
- **Closed deals** with elite cliental.

Project Manager Assistant

July 2009 – Aug 2014

- **Supported** the Project Manager in planning the events (Incl. timeline, targets, KPIs)
- **Updated** the data of companies with the correct contact details of the decision makers.
- **Arranged and held** meetings for clients.
- **Responded** to the client's inquiries and requests.

Education

Institute of Public Administration, Diploma, Degree of Executive
Secretary Program

Sep2002 - Aug 2005

Undergoing the process of a **bachelor's degree**