

# Curriculum Vitae



## ❖ PERSONAL DATA

**Name:** Mahmoud Adel El-Dirani  
**Place & DOB:** 09 DEC 1979 JEDDAH, K.S.A  
**Nationality:** Lebanese  
**Marital Status:** Married  
**Country of Residence:** Saudi Arabia  
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## Looking For:

Sales (and/or) Tourism post where I can expand and gain more experience while benefiting the company from my accumulative experience amongst a team work.

## ❖ QUALIFICATIONS

### 1998

- Obtained several Diplomas in Advanced levels of English Language at the British Council.

### 2001 - 2003

- Following Diplomas from Al Zouman Aviation Academy:
  - Aviation Terminology, General Travel Knowledge, Basic Fares & TKTG, Basic Air Cargo,
  - Basic Passenger Services
  - Manual Reservation, Basic Load Control, Basic Ramp Services, Intermediate Fares & Tktg,
  - Advanced Fares & Tktg
  - Automated Reservation.

### IATA

- IATA / FIATA Foundation Diploma from IATA.
- IATA / UFTAA Foundation Diploma from IATA.

### 2004

- Marriott TMC & GDS Training.

### 2011

- Marriott Hotel Excellence.

### 2012

- Certificate from Emirates Airlines for Outstanding Sales Results in 2012.

### 2015

- Internal Auditor Diploma from Lloyd's

### 2016

- Certificate for attending Course of "Leading the Change Management."

## ❖ Work EXPERIENCES:

### Feb 2018 – Present

#### ▪ **ITL World Leisure – Saudi Arabia**

##### *Leisure Manager – Western Province*

#### • Description:

- In-Charge of the Company's Leisure Department in the Western Province
- Managing & Handling the Business of Leisure including: VIP Individual requests, Corporate Special requests, Group Bookings, MICE, Events Management
- Designing and Packing the Holidays Packages of the Company & the News Paper/social media ads.
- Handling education group packages through Edu voyages holiday packages.
- Receive report from the Leisure Executives on weekly basis.
- Prepare a cumulative report for the GM on weekly basis, including all the tours profits, statistics, and activities (inside & outside the office).
- Handled the VIP and Royal Family members
- Contracting and activating partnership with best local Suppliers / Hotels domestically and internationally which resulted in better commissions and incentives for the office.
- Attended GESS 2018 – Dubai on March 2018.

#### • Achievements:

- Achieved sales target of 2018
- Over achieved profit target of 2018
- Contracted deferent hotels and suppliers on credit facility options in Jeddah, Riyadh, Dammam, Dubai, Bahrain, Sharm El Sheikh, Cairo.
- Signed Credit contracts with multiple corporate clients (i.e: Virgin Megastore, Taajeer Financial group, Batterji Medical company)
- Handled successfully the ALJ non air bookings and ALJ Travel carnival 2019.

### Jan 2012 – Feb 2018

#### ▪ **Al Moumayaza Art of Travel and Tours (Club Med Saudi Arabia)**

##### *Tours Development Manager*

##### *+ W.P Sales Manager (starting 2016).*

#### • Description:

- Establishing a Tours Department for Al Moumayaza (from Scratch)
- Managing & Handling the Business of tours including: Individual requests, Group Bookings, MICE, Events Management
- Hired professional staff for Tours Department and trained 2 Saudi ladies staff on Tours Business.
- Designing and distribution of Tours Packages to the cash/corporate clients & NEWS Paper ads.
- Receive report from the Tours Executives and Sales Executives on Daily weekly bases.
- Prepare a cumulative report for the GM on weekly basis, including all the tours profits, Sales Figures, statistics, and activities (inside & outside the office).
- Leading Sales Department and Sales Team of the Agency.
- Handling and Managing Market Trends and Client Satisfaction Surveys.
- Preparing Corporate Proposal and Profiles after sales visits and surveys.
- VIP service arrangements.
- Contracting and open Direct agreements with hotels and residence locally and Globally.
- Attended ATM 2013,2014 & 2015, and have signed deferent new contracts and agreements.

#### • Achievements:

- Overachieved highest target for the company with GTA with \$900k sales in 2014.
- Overachieved target of 2015 by 10% and overachieved Profit target by 4%.
- Established a successful and well organized Tours Department for Al Moumayaza
- Created Supplier list both locally and internationally and negotiated lots of better deals and

ORC's.

- Signed agreement both local and Global with Int'l Brand Hotels like Starwood, Rotana & Moevnpick and also with numbers of local residential places in Jeddah, Riyadh and Dammam.
- Obtained 2 GSA's (1box office for events TKTs and Chatsim for Worldwide internet free Chat Sims)
- Obtained contract of 5 deferent companies worth of SR. 7 millions.
- Obtained the contacts of AbbVie Pharma with business ranges up to SR. 12 million/year and with number of groups reaches up to 100 groups/year.
- Received "Top Seller award of Turkish Airlines" 2 times in 2014 and 2015.
- Received "Top Seller award of Travelzy Hotel Supplier" during the year 2015.
- Created and Handled Personally the Social Media of Al Moumayaza on Facebook, Twitter & Instagram.

### **01 Nov 2008 - Jan 2012**

- **Alireza Travel and Tours**  
- *Tours Manager.*

- **Description:**

- In-Charge of the Company's Tours Department
- Managing & Handling the Business of tours including: Individual requests, Group Bookings, MICE, Events Management
- Designing and Packing the Tours Packages of the Company & the News Paper ads as well.
- Receive report from the Tours Executives on weekly basis.
- Prepare a cumulative report for the GM on weekly basis, including all the tours profits, statistics, and activities (inside & outside the office).
- VIP service arrangements.
- Being in Alireza, the Saudi first and biggest Business family, I was handling the Alireza Family and lots of Royal Family members
- Contracting and activating partnership with best local suppliers all around the world which resulted in better commissions and incentives for the office.
- Attended ATM 2009, 2010, 2011 and have signed deferent new contracts and agreements.

- **Achievements:**

- 30% over target.
- Maintained and regained some of the incentive companies that's been lost or about to be because of previously being poorly handled.
- Participated in the negotiation of 2 Airlines GSA agreement (Batavia Air & Pegasus Airlines).
- The head negotiator of the bidding of Petro Rabigh Co. to sign 3 years' contract of a Travel suppliers.
- Awarded a certificate of outstanding sales agent for 2010/2011 by Emirates Airlines.
- Hotel Sales Specialist Certified by Marriott 2011.

### **21 May 07 - 01 Nov 08**

- **Portfolio Travel / BCD Travel (world's No.3 DMC).**  
- *Tours In-Charge.*

- **Description:**

- In-Charge of the Company's Tours Department
- Managing & Handling The Business of tours including: Individual requests, Group Bookings, MICE, Events Management
- Designing Tours Packages of the Company & NEWS Paper ads.
- Receive and analyzing report from the Tours Executives on weekly bases.
- Prepare a cumulative report for the GM on weekly basis, including all the tours profits, statistics, and activities (inside & outside the office).
- VIP service arrangements.

- Contracting with best local suppliers all around the world.
- Sales Supervisor for Maltrans Online Booking System (NFS being the GSA in KSA).
- Tours & Package Supervisor for BCD – (Sole Partner of Portfolio in KSA).
- Trained and practiced the usage of World Span (GDS).

- **Achievements:**

At the end of the tourism year **2008**, we achieved the following:

- +181% over the last year.
- +132% over the budget.
- 6 Group bookings during one year. (2007 was NIL)
- 3 events organizing. (**Jeddah World Economic Forum, Dar Al Hekmah University Diversity Days, The Yearly Bazaar of the committee of International Schools**)
- 4 Fam Trips (LON, BEY, DXB, SSH).
- 1 time ATM attendance.

P.S: **2006 / 2007 ended up with (- 85%) by previous management**

**12 Jun 2003 – 21 May 2007**

- **American Express Travel Services** (world No.1 DMC).

I have taking over deferent Positions in deferent periods within the same company;

### ***1- Travel & Tours***

#### ***Consultant Description:***

- Issuing and controlling all kind of TKTS on all airlines (Galileo & Amadeus) - Domestic and International.
- Hotel Bookings, Reservations, Promotion and Sales Using (GDS, Internet, MSN, Local Suppliers, Online Suppliers)
- Car Reservation Using (GDS, Internet, Suppliers, & Phone Reservation).
- Sea Cruises
- Group, MICE, and incentive tours bookings.

### ***2- Sales Executive.***

- **Description:**

- Attracting new corporate clients on credit/cash facility basis.
- Handling and managing new and existing corporate clients.
- Marketing.
- Events Management

- **Achievement:**

- 12 new account during the profit year 2006, with sales increment of SR. 16,000,000/=

### ***3- Office In-Charge at Carlson Wagonlet – World's No.2 DMS,***

- **Description:**

- Managing & Handling the Office.
- Issuing & Controlling All Kind of TKT's & Tour Vouchers.
- Supervising the new trainee staff.

- **Achievement:**

- A Sales increment of 25% at this branch over the last year within the three months I took over.

### ❖ OTHERS:

- Fluent English Language speaking/writing.
- Handling and dealing with Amadeus GDS and Galileo.
- Team Workoholic
- Excellent Computer Skills.
- Excellent sales negotiation skills.
- Experienced in Dealing with deferent Windows OS's. (95, 98, 2000, ME, XP, Vista, 7, 10)
- Networking & LAN.
- Microsoft Office (Word, Excel, Power Point).

### ❖ Hobbies:

Travelling  
Football  
Off-Roading with my Hummer Group Friends

### ❖ References:

Available up on request