

Mohammed A. Ababtain

Sales-Expert Business Development Professional

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CAREER SUMMARY

- Results-driven Business Development professional with demonstrated 10 years' experience of creating sustainable growth & market-driven sales strategies, and managing high-profile corporate portfolios. Successfully launched online trading that increased trade volume by 15% at *Riyadh Capital*
- Fiscal-conscious professional maximizing opportunities & promoting Business products through proactive and reactive activities while maintaining adherence to Company guidelines & regulations. Efficiently brought huge government accounts & funds of worth SAR 2 billion to *Samba Capital* executing strong relationship management skills
- Customer-focused & relationship-oriented executive with demonstrated track record of superior key account performance & efficiency management. Aid business growth and business development. Expertly understanding of general business strategies, the concerns of leaders, customer acquisition, and the financial metrics that matter to executives.

CORE STRENGTHS & ENABLING SKILLS

- Business Strategy
- Saas Products & Services
- Key Account Management
- Business Development
- Sales Consulting & Value-Added Sales
- Cross Selling & Up-Selling
- Team Management & Leadership
- Business Relationship Management
- Negotiation & Persuasion
- Report Writing & Documentation
- Business Analysis
- Communication & Presentation Skills

PROFESSIONAL EXPERIENCE

SingleView, Riyadh, Kingdom of Saudi Arabia

Working as "*Assistant Director of Business Development*", Sep 2021 – Present

Responsibilities/Accomplishments:

overseeing organization's sales and marketing programs. Develop strategic sales and marketing objectives. Establishing sales territories quotas, manage budgets and evaluate sales performance. Develop a deep understanding of customer needs and map a solution to solve their problems
Deliver product demonstrations via phone and in-person.
Achieve quarterly and annual sales goals.

- Assign sales territory, target groups and sales quotas.
- Coordinate sales activities with other work units or departments.
- Prepare and submit plans, budgets, progress reports and annual sales reports.
- Manage human resource functions hiring, training, performance reviews.

Four Season Hotel, Riyadh, Kingdom of Saudi Arabia

Working as "*Senior-Sales Manager – Sales Department*", January 2020 – Aug 2021

Responsibilities/Accomplishments:

- Recruit, hire, and train sales team
- Set sales forecasts & goals, compare performance to goals, and adjust goals as needed
- Assess current team processes and procedures, identify opportunities for improvement, and implement them
- Develop individual quotas and assign territories for team members
- Coach, mentor, and provide feedback to team members
- Foster a competitive yet collaborative team environment
- Assess individual performance through observation and measurement, and suggest corrective actions as needed

Samba Capital, Riyadh, Kingdom of Saudi Arabia

Working as "**Relation Manager – Sales Department**", May 2015 – 2020

Responsibilities/Accomplishments:

- Proficiently handling relationship & account management responsibilities while evaluating opportunities & executing deals. Offering compelling business propositions; following-up with customer & responding to client inquiries
- Handling semi-government institutional & high net-worth government account & portfolios. Managing portfolio of accounts with diverse project statuses, short & long-term loans including *Murabaha* products & packages
- Efficiently examining and analyzing information from different sources to identify and propose comprehensive and customized solutions tailored to the financial needs of business clients. Generating and segregating data of all inactive clients and sharing it with the team so they can be contacted and revived as active clients
- Analyzing & understanding existing and potential customers' needs and offering suitable solutions; organizing sales representatives' schedules, and supervising them in meeting sales objectives & quotas while tracking their sales performance and metrics on weekly, monthly and quarterly basis

Major Achievements:

- ☐ Successfully brought huge government accounts and funds worth SAR 2 billion
- ☐ Assisted sales team in securing major institutional account through outstanding relationship management

Ritz-Carlton, Riyadh, Kingdom of Saudi Arabia Worked

as "**Sales Manager**", December 2011 – April 2015

Responsibilities/Accomplishments:

- Efficiently participated in the development of business strategies aligned with Ritz-Carlton and identified new business opportunities with existing reservations
- Provided quick and timely responses to clients' queries; communicated and offered promotions and holiday packages to existing and potential clients to develop professional long-term business relationships
- Leveraged internal & external data, conducted research to evaluate and identify opportunities for growth, brand relevancy, and guest engagement. Followed up with guests to determine satisfaction & improve guest experience

Riyadh Capital, Riyadh, Kingdom of Saudi Arabia

Worked as "**International Trader**", January 2010 – October 2011

Responsibilities/Accomplishments:

- Conducted relative value assessment collaborating with portfolio managers while formulating trading strategy & managing funds. Generated data of all inactive clients & shared it with team to convert them into activate clients again
- Interfacing with clients to determine investment goals. Managed both day-to-day and long-term strategies for multiple stocks. Worked with relevant key stakeholders to manage stocks
- Proactively maintained existing relationships, built connections & increased revenue from new & existing business; performed tasks related to customer service, regular & golden customer accounts & private banking service

Major Achievement:

- ☐ Successfully launched online trading that increased trade volume by 15%

Samba Financial, Riyadh, Kingdom of Saudi Arabia Worked

as "**Processor**", May 2006 – September 2007

Responsibilities/Accomplishments:

- Proficiently performed responsibilities as team leader while issuing, amending and settling LCs and LGs

PROFESSIONAL TRAININGS & CERTIFICATE

- ☐ Completed course on "Advanced MS Excel Skills", Samba Academy, February 2019
- ☐ Successfully completed "*Capital Market Examination (CME -1) - General Securities Qualification Certificate*", The Institute of Banking, November 2013
- ☐ Spanish Language Course, Madrid, Spain, November 2013
- ☐ Successfully completed "*Sales & Service Foundations*" training class at Ritz Carlton Palace, Riyadh, KSA, February 2012
- ☐ Diploma of English, Embassy CES Seattle, March 2006

□ English Language Course, Worldwide School Auckland, Australia, September 2004

PROFESSIONAL QUALIFICATION

- **Institute of Public Administration, Riyadh, K.S.A** (2001 – 2003) Diploma
in Banking Management
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LANGUAGE PROFICIENCY

- ✓ **English** – Advance Level
- ✓ **Arabic** – Native Speaker