



NASSER ALAQIL



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[Nasser-alaqil](#)

Experience

Oud Elite. 2018-Present.

CEO.

- I. Business leader for more than 300 stores in the kingdom and 40 stores in GCC.
- II. Supervisor for more than 3,000 Employees out of which 70 % Saudis.
- III. Achieved ~ %30 of annual growth (year- over - year).
- IV. Managing a balance sheet of evolving business in the range of high-end treble digit in Millions SR.
- V. Lead the development, and enhance new strategy which supported improvement of Oud Elite Co.
- VI. Work and improve Corporate identity and turn the Corporate value to Corporate capability.
- VII. Development performance management system & organization architecture of Company.
- VIII. Work on competitive strategy & growth strategy.
- IX. Work on Change plan parallel with strategy plan.
- X. Set strategy goals fit owners and Kingdom vision 2030.
- XI. Promote and lead the improvement of Internal & External environment scanning.
- XII. Focus on boosting profit margins and inventory turnover.
- XIII. Analyze the Profitability of branches and reduce unnecessary expenses to increases Profitability.
- XIV. Communication with marketing Research companies, media professionals, Channels, and radio stations.
- XV. Product development, marketing, and operations (process reengineering & improvement).

STC Channels. 2015-2018.

Retail Business Development & Planning GM, 2017-2018.

- I. Handled all retail marketing, business relationship including key customers, and manage retail performance (sales, services, workforce, campaigns, scheduling, etc.).
- II. Worked with strategic consultants' firms to transform and enhance retail and network overall performance.
- III. plan based on the retail strategy to improve and evolve financial results through different techniques; improving the sales/revenue and cost optimization including (Ex: footprint mix -employees motivation- products offerings & packages- reward and incentive plans).
- IV. Lead retail operations across all regions, including overseeing projects related to retail, supporting in retail Performance tracking, providing non-sales.
- V. Back office functions (paperwork, contracts archiving, following up on complaints received in retail outlets).
- VI. Support in sales stock ordering by supporting store managers forecast and plan inventory stock levels in coordination with Supply Chain and Logistics.
- VII. Ensure a full retail footprint is well equipped with marketing material.
- VIII. Own and manage the departmental budget.

Customers Experience Director, 2015-2017.

- I. Define (Retail Experience) targets and organizational KPIs: customer, commercial and operational, monitor and report on performance against (Retail Experience) targets, identify insights, areas of improvement, and manage the (Retail Experience) initiatives roadmap.

The Investor. 2014-2015.

Head of VIP Customer relationship.

- I. Lead the implementation of the Company's vision of providing distinguished services to the company's clients.
- II. Manage high net worth accounts and relationships.
- III. Performed all sales activities for new funds & real-estate development mega project.

Albilad Bank. 2011-2014.

Head of Retail Business Development.

- I. Manage the service quality department that consists of three functions: TQM, Complaint Management, and Manpower development.
- II. Implant the sales culture and principles of customer service excellence, and customer-centricity through responsiveness, reliability transparency, simplicity, and innovation.
- III. Set and monitoring performance and KPIs to maintain a set level of required targets with emphasis on the "Total Quality Management" concept ensuring achievements and improvements to fulfill sales goals and targets.
- IV. Develop a performance-based working style that demonstrates the productivity per business unit, employee, and product through efficient collaboration with key stakeholders.
- V. Enhance the standard of operating branches in terms of sales, standard operation, sales orientation, and service quality and take ownership of process reengineering initiatives.
- VI. Apply a balance scorecard to measure fair appraisal of employee's performance and align efforts on employee development with HR.

Arab National Bank. 2006-2011.

Affluent Business Manager.

- I. Responsible for affluent transformation setting and monitoring service performance and KPIs to maintain a set level of service standards.
- II. Conduct periodical branch visits supported by professional reports to highlight any misconduct toward bank customers and values.
- III. Ensure frontline staff is equipped with the right knowledge about bank products and services.
- IV. Find and implement new ideas to facilitate and improve the bank internal procedures.
- V. Recommend career path for talented and employees with high potentials.
- VI. Communicate with employees to know their problems if any and try to solve it to boost-up the general morale.
- VII. Run market intelligence exercises to understand market changes and best practices.

Saudi Hollandi Bank. 2004-2006.

Affluent Relationship Manager.

- I. Extensive client Attracting new clients.
- II. Cross-selling bank products to current clients.
- III. Establishing/enhancing their relationship with clients.
- IV. Keeping my clients updated on our new products.
- V. Visiting clients regularly.
- VI. Monitoring different Markets Local / Regional / International.

FAMA Holding Group.1997-2004.

Sales Executive, Central Region.

- I. Marketing "Sunset Beach Resort" products to Saudi Arabia / Gulf VIP clients.
- II. Following up with Resort's VIP members.
- III. Ongoing marketing Research for the FAMA business.
- IV. Meeting our VIP customers on a regular base to make sure they are satisfied with our services.
- V. Participating in tourism exhibitions.

Education

Sales and Marketing Diploma Program in 2000.

Professional Marketing Diploma in 1998.

Carleton University in 1993.