Ahmad Smiley

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SUMMARY

Over 12 years in Sales and Business Development, a profit driven and a successful C-level executive focused on driving revenues and profits within: IT, Software, Education and Marketing. Detail-oriented individual who exemplifies professionalism, and an ability to successfully manage multiple projects and tasks. Demonstrated history of successful sales and client interaction while providing high-quality guidance and effective issue resolution. Driven partner with desire for increased responsibility and professional growth while leveraging extensive sales, business operations, negotiations, relationship management and related entrepreneurial successes in the performance-based environment of growing firm.

WORK EXPERIENCE

Director of Corporate Partnerships (MEAT Region)
INSEAD – Abu Dhabi
August 2020 to Present

Key Responsibilities:

- Act as main point of contact for the clients within portfolio of programmes.
- Developed and executed Client Strategy by analyzing current state, evolution and expected growth of clients.
- Effectively partner with clients and advise on best programmes and products, while communicating with Faculty and Operations team regarding aspects of client delivery.
- Process the administrative and contractual aspects of Customized Programmes (CSP's), someof which are highly complex contracts which require attention to detail and persistence.
- Support the sales process for new business by contributing to proposal preparation and contribute to the growth of the region, including management of loyalty Open Enrollment Programmes (OEPs) accounts and identified new growth opportunities for existing clients.
- Contributed to the sales process, by driving roll-over contracts with existing clients, and this includes the proposal writing process and responding to RFPs.
- Increased client satisfaction by ensuring and continuously improving programme quality.
- Managed the increasingly complex delivery of multi-modular blended programmes whilst ensuring coordination with programme managers.

- Contributed to Abu Dhabi and global team sharing and support specific projects.
- Contributed to overall strategy that lead to grow INSEAD's executive education activities across the region (Fortune 500).
- Worked collaboratively with INSEAD faculty to facilitate the development of custom client programmes. That entailed learning how to mobilize faculty and leverage INSEAD resources.

Key Achievements:

- Overachieved target by 12% in the last fiscal year.
- Overachieved target by 12% in the year fiscal year.

Regional Manager of Business Affairs (MEA Region)
PeopleCert Organization -Dubai July
2018 to July 2020

Key Responsibilities:
- Initiated, developed and promoted relationships with third parties as required thus broadening thescope of the company's business activity through increased market penetration.
- Managed KPI's, segmentation, revenue forecasting and the sales cycle effectively leveraging a value selling approach to drive license revenue in the territory.
- Held responsibility for the company's main strategic regional market in-addition to high profile accounts, accountability for the business growth through achieving sales targets, recurring business and increased market coverage and maintaining executive relationships with industry leaders.
- Responsible for heading up company expansion among existing markets.
- Nurtured and enriched all external perceptions of the company and growth of market share.
- Liaise with partners predominantly to employers, higher educational institutions, solicitors and other clients in education and related markets to promote B&IT services.
- Worked with universities to increase their 1) awareness of B&IT and LanguageCert exams, 2) utilization of B&IT and LanguageCert exams in curriculum and research, and 3) view of B&IT and Language as a leading and preferred partner in the future of education.
- Ran campaigns to obtain recognition and testimonials from universities and organizations.
- Dealt with customers enquiries and aim to meet their expectations.
- Coordinated various aspects of activity in tandem with the company's operations base and with respect to the local market conditions and culture.
- Planned and organized personal sales strategy by maximizing the Return on Time Investment for the territory/segment.
- Monitored own progress against daily/weekly/monthly targets and report accordingly to the Headquarters.
- Facilitated and expedited the resolution of customer problems and complaints, working closely with support teams.

Key Achievements:

- Improved closing ration of new accounts by 50% through implementation of sales processes.
- Massively grow the Kuwait market from US$ 30,000 to nearly US$ 200,000 within 18 months.

Business Development and Strategy Manager
ICDL FOUNDATION - Dubai
April 2016 to June 2018

Key Responsibilities:

- Supported the region stakeholders with large enterprise and government deals as well as continuity optimization of company's regional footprint and distribution partnerships.
- Played a key role in the implementation of new programs (AI, Cyber security, Data Analytics,) as in traduced to the region.
- Worked across the organization to align central strategy and business development, contract management, legal, product, PMO, professional development, finance and other key functions to close accretive opportunities that contribute to the region's strategic goals.
- Closely worked with top executives (CFO's, VP, Head of Department, etc.) and end users at the top MNC's and local firms in diversified industries (ICT, BFS, Healthcare, Oil & Gas, Law Enforcement Forces, etc.) with strategic goals.
- I am responsible for the market prospecting strategy in all countries assigned, client acquisition, ministries, public, and private sector companies through face-to-face meetings and high-level decision makers. Negotiated a total of USD +2M funding and sponsorship budget across the projects.
- Championed new business opportunities by generating new income streams from identifying opportunities for growth in new markets and work to build partnerships.
- Provided strategic leadership and direction for the delivery of pre- and post-sales services and support to customers, as well as strategic planning 6 months, 1 year, 2 years in advance.
- Analyzed market tends and recommended changes to marketing and business development strategies on analysis and feedback.
- Responsible for identification, acquisition and retention of education sector clients and strategic channel partners in the market throughout the GCC, Egypt and Iraq region at the regional head office of the world's largest end-user computer skills certification programme, reporting directly to the Director General.
  Assisted clients and strategic partners in the sector to triple their end-customer business by engaging in genuine partnerships based on trust and understanding of ICDL programme.
- Expanded the geographical scope of the success in UAE in other Gulf markets, drawing on market development experience gained and utilizing testimonials from strong partnerships established with individuals in UAE contributed to marketing and partner relations best practice sharing amongst the global ICDL organization, which is headquartered in Dublin, Ireland and has representatives in more than 190 countries worldwide.
- Established and maintained strategic relations with senior decision makers in the public and private education sectors across the region.
- Responsible for driving sales and maximizing revenue opportunities within the channel partners (ICDL National Operators) in all the Arab countries, and for supporting their role as promoters and advocates of digital competence in their markets. Reported directly the Chief Executive of ECDL Foundation.
- Proactively led a joint planning process with the existing ICDL National Operators and set sales and marketing strategies which successfully achieved mutual performance objectives, financial targets, and critical milestones.
- Investigated, appointed, and directed new channel partners in new markets and monitored the implementation of the go-to-market plan.
- Represented the company in strategic meetings with international bodies, policy makers, government officials across the region.
- Planned, organized, and spoke at international and regional marketing events including the annual global ECDL Forum events.

Key Achievements:

- Grew the education sector area from near-zero to constitute approximately 40% of ICDL annual revenue through a systematic and sustained approach to building relationships with new clients and partners.
- Negotiated the couple of the largest contract: 2-year exclusivity agreement worth USD 500K.
- Helped account managers grow their territory sales by 20% YOY.

Sales and Marketing Manager
Smarty International - Dubai
September 2014 to March 2016

Key Responsibilities:
- Formed and implemented a full implemented full year marketing plan, budget, and strategy that is approved by the executive board.
- Led all sales activities from scheduling pitch meetings to sales follow-up and finalization.
- Reduced friction in the ales process, increase team efficiency and drive sale excellence.
- Developed quarterly strategic sales plans, coverage strategies, revenue forecasts, trend analyses and commission models to meet financial commitments and exceed ROI targets.
- Monitored development of new sales strategies and promotion activities driving towards sales growth and revenue generation.
- Listened in on executives calls to support them with selling and closing strategy.
- Developed a pipeline that ensured regular and predictable income that not only achieved target, but which out-performed against declared financial goals and provided for sustainable growth.
- Conducted market research and analysis for market segmentation and go to market strategies.
- Established sales objectives by forecasting and developing annual sales quotas, projecting expected sales volume and profit for existing and new executive team.
- Produced complex deliverables, analyses and reports to monitor sales performance against target.
- Developed a growth strategy focused both on financial gain and customer satisfaction.
- Collaborated cross functionally in a highly complex environment to develop and manage project plans with internal and external resources to deliver well-engineered, high-quality solutions.
- Mentored team to foster transparency and alignment to plans and to ensure ongoing professional growth and management development.

Key Achievements:

- I supported the development of our team, methodologies and business.
- Increased the company's sales by 27% in 8 months.
- Improved support service level by 18%.

Account Manager
Middle East Strategic Advertising -Dubai
August 2012 to August 2014

Key Responsibilities:
- Negotiated the business agreements and formulated the joint business plans with priority customers to deliver profitable and sustainable growth.
- Managed KPI's sales pipelines, segmentation, and revenue forecasting and trend identification.
- Conducted monthly sales analysis per client, determined gaps and or opportunities and take actions accordingly.
- Strengthened organization Go to Market strategy by recruiting and developing new team members of sales executives, supervisors, and sales representatives.
- Developed creative briefs and worked closely with the creative team.
- Increased product/service stickiness by demonstrating relevant new content and functionality that enables end users to be successful.
- Strategically developed, executed and maintained a growth-centric account plan and own overall strategy for revenue growth and retention.
- Handled client on-boarding activities including analyzing scope requirements, creating proposals and defining scope.
- Created, managed and followed up on project plans and milestones.

- Managed accounts such as ADNOC, RTA, Ritchie Bros, and governmental projects.
- Shared and get involved in the creation of sales packages in liaison with the Events team and Head of international Sales to maximize sales opportunities.

Key Achievements:

- Increased sales revenue by 30% while producing AED 2M annually target with 35% profit margin on our products.
- Improved internal client KPI results by more than 7.5% over two-year span.
- Managed over 300+ accounts, helping clients get the best ROI.

EDUCATION

Bachelors in Business Administration
Lebanese American University –
Beirut September 2009 to June 2012
GPA: 3.11

SKILLS

Soft skills: Time Management, Problem Solver, Leadership, Strategist.

Technical skills: C, C++, Java, Visual Basic, Microsoft Office, AutoCAD, 3DMax, MATLAB.

LANGUAGE

Ability to speak, read and write English (Fluent) and Arabic (Fluent).