**Moath I. Al-hozami**

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A Sales and Business Development consultant with 15+ years’ of experience delivering growth, particularly in the telecoms sector. Has set the strategic sales plans for new product launches, market entry and business diversification and has expertise in concluding mega deals with key accounts including Government, Security & Defence Departments, Major Companies, Banks and ISPs. In addition, is proficient in operational design and customer service management having project managed the development of network infrastructure and launched a telecoms business in a new Middle Eastern market.

**Key Skills**

**Sales Strategy & Business Development**

Planned and implemented turnkey strategic sales/marketing campaigns and led the merchandising team to consistently deliver sales growth:-

* Positioned Mobily as a modern, agile market entrant, encouraging previous clients to diversify their suppliers and connect their back-up links over Mobily’s network.
* Led development of sales plans for target clients at Saudi Telecom. This included selection of business partners, pricing schemas, analysis of competitors and negotiation of some exclusivity agreements.
* Set up Sales, Distribution and Customer Care services from scratch at Viva Bahrain. Set policies for recruitment, hiring and training of 200 agents and provided them with the resources to begin sales campaigns to customers.
* Secured 50% of the pre-paid mobile market in Bahrain within the first month of service launch. Focusing on superior connectivity, ran campaigns across universities with national marketing on TV, cinema and billboards. Also, negotiated a partnership with other licensed operators “OLO” and carriers to reduce international call costs helping to secure sales to the large Indian and Far East expat market in Bahrain.

**Key Account Management**

Formulated and deployed KAM plan to build client relationships through marketing and cross-selling: -

* Delivered sales growth at Mobily by upselling DATA connectivity to key clients, offering different facilities to secure customer satisfaction and loyalty. Also, simplified the sales operation structure to reduce costs/time and ensure salesmen spent more time with customers, appraising their performance with client questionnaires and KPIs on market penetration.
* In STC, managed a clear segmentation for the Key customers based on their business demands and the company offered and tailored services which led to successful achievements in the Saudi competitive ICT market.
* Offered free consultation services to Key customers “Government & Private” to identify services they needed and best practice, building relationships with decision-makers for future service provision.

**Project Management**

Demonstrated strong management skills to deliver complex, technical projects with multiple stakeholders: -

* Won senior management support at Saudi Telecom for the investment required to deliver the network infrastructure for 20,000+ schools. Demonstrated the strategic benefits of this platform to market to students and faculty management to build brand loyalty, working across sales teams to maximise opportunities.
* Acted as PMO in Ministry of Education (MOE) for the creation of a 1.5bn SAR network to connect 30K+ schools to multiple Data-Centre’s as part of the KSA e-education strategy. Ran proof of concepts with multiple vendors to determine technology, services and setting the strategy for commercialising the existing ICT services locally and internationally to be start of the new TATWEER ICT services company.
* Managed a MEGA Program of a National surveillance network for the Saudi Ministry of the Interior in all phases “Pre-RFP alignment, customer consultation, partners and vendor’s selection, bidding and securing the deal financially and technically, managing the end customer relation and expectations, project delivery & sign off”. As a partner to the main bidder “Cassidian” and managed the engagement with the MOI.
* Supported a successful RFP to the ITCC/KAFD Projects, winning an SAR 900+M contract for a DATA connectivity and other state of the art ICT services.

**Operations Leadership**

Demonstrated capabilities to drive operational efficiency and improve financial management and performance: -

* Improved accuracy of technical contract bidding at Mobily by making the network department take full ownership of costs supplied to the sales team. Won cross-functional support for a proposal to prevent bid submissions until Field Operations had provided a commitment on costs to ensure client profitability.
* Reduced costs and business risk as consultant to a family business by diversifying the supply chain. Moved away from reliance on a main Thai supplier by securing agreements with 2 Chinese businesses. Also improved liquidity by supporting a share issuance to raise capital and leading a sale of assets to generate cash.

**Sector Expertise and Business Network**

With over 15 years’ experience in Telecoms, Education and Health, has extensive knowledge of market trends, regulatory regimes and business constraints arising from the Saudi 2030 vision. Has also built a deep network of contacts across government departments and commercial enterprises: -

* Successfully positioned Mobily for the commercial opportunities arising from the planned segmentation in the university sector from 5 to 26 universities, winning connectivity, DC Hosting and other ICT services.
* In STC, Successfully Coordinated the rollout of the e-government platform, leading discussions with officials in both central government and within each principality.
* Introduced different multi-national services providers to government officials and key market players to support their entry into the KSA market. Advised them on market trends and helped amend their product offering to potential suppliers.
* As a consultant to Saudi Telecom on Key Accounts, developed relations at the Ministry of Education which helped identify the key CxO’s to target sales across a network of 20,000 schools.

**Professional Experience**

**2015 – 2016 Country Sales Director, Education & Health Sector Mobily, KSA**

Recruited to drive both sales and development of services to government and private clients, offering standard and tailored ICT services. Responsible for market and competitor analysis, strategy development, client relationship management and sales force oversight.

**2014 – 2015 Network & Operations Director Ministry of Education, KSA**

Headhunted to oversee the development of the network infrastructure for the Saudi government’s planned e-education platform to link all education services in the country. As PMO, ensured that the technology strategy met Ministry goals, oversaw CAPEX planning and set the commercial strategy for the existing ICT services which were to be migrated to the new company.

**2013 – 2014 Sales Director, Education & Health Saudi Telecom**

Managed a team of 8 Sales Managers and 58 account managers to deliver target sales of SAR 1.2 billion. Responsible for developing commercial relationships with the top 45 customers, setting sales objectives / tactics and tracking and enhancing the performance of the wider sales team.

**2012 – 2013 Sr Program Manager, Mega Projects Sector Saudi Telecom**

Led a range of high value projects for key government accounts. Oversaw the whole client engagement, from establishing customer requirements, managing the development of commercial proposals, tracking project delivery to ensuring comprehensive after-sales support.

**2011 – 2012 Sr Advisor for Key Account Sales GM Saudi Telecom**

Acted as consultant to the General Manager in charge of SAR 4.5 billion in revenues and 250 employees. Created business development plans after exploring new commercial opportunities, directed pre-sales, design and operations teams to develop client business solutions and improved internal processes in response to customer feedback.

**2008 – 2011 Key Account Pre Sales & Business Development Manager Saudi Telecom**

Managing a team of 11 advisors, was responsible for identifying potential new services from workshops and seminars with key accounts. Worked across the marketing and operations teams to deliver solutions that satisfied both technical and commercial requirements.

**2009 – 2010 Sales, Distribution & Customer Care Manager VIVA, Bahrain**

An affiliate of Saudi Telecom, was challenged to launch the business in the Bahrain market. Built business processes and oversaw operations, sales, distribution, channel operation, warehousing, logistics and supply chain.

**EARLY CAREER**

2006 – 2008 Senior Technical Specialist Saudi Data Business Unit

2004 – 2006 Technical Specialist Saudi Data Business Unit

2002 – 2004 LAN Admin King Fahad Hospital-NGHA

**Freelance Consulting Experience**

**2017 entrepreneurship Different Businesses**

**Acted as an inventor /consultant for different start-ups:**

* **UBER Style Build and Design office “VISION-DESIGN Group”**: which is a boutique of all architect, design and Decorations young ambitious Saudi professionals and engineers to be all virtually working under the name of VISION-DESIGN Group all around the country and the Group office offers Finance, Marketing, communications and a back office backed up with super computers equipped with graphic design apps, Tools and Graphic Engineers to assist those professionals to render and introduce final professional designs. Which now the Group is managing more than 10 Saudi young talents and running more than 20+ projects (Concepts, architect and interior designs, BOQ’s and implementation supervision) starting from May 2017 and more are coming.
* **WASMAH ICT group:** I’ve worked as Business, Marketing consultant during the start-up of an investor company and I’ve put all the needed strategies, risk calculations, products planning, vendors/partners/supply management, go to market strategy, competition analysis, targeted customers…etc. which achieved more than 10M SAR in the first 6 months.
* **ALNADA resorts:** helped the owner to solve the resort’s operation issues, re-calculating all the costs and identifying the areas where to reduce the cost and to increase the profits, implementing reservation and cash management system and processes, fraud control, fully governance for all the assets and equities. Which moved the profits from -25% to +40% in one year.
* **The 7th Cloud F&B Group:** an investor approached me to put a full plan to start up a new F&B chain in Saudi Arabia (Fine dine restaurants, express outlets, coffee shops, food trucks and catering contracting). And we’ve put in place all the needed Budgets, government licenses, sales forecast, manpower sizing and allocation, agreements with suppliers and marketing different channels, market analysis, P&L forecast…etc. study have been delivered and the first restaurant to be launched by Q4 2017.

**2016 Market Entry Strategy - KSA Philips Healthcare**

Advised on go-to-market strategy for a European Healthcare company looking to increase its presence in KSA markets. Supported discussions on product offering, market segmentation and contractual arrangements with suppliers.

**2014 Market Entry Strategy - KSA Samsung Group**

Successfully Aligned two big players in Korea (Samsung Group/Korean Telecom Co) with the support of the Korean ambassador to build a partnership agreement between Samsung group along with Saudi local OIL & GAS leaders for Building new power generation cities:

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**2012 National Home-Security Plan - KSA LifeShield-USA**

Entrepreneurially came up with a plan to have a national home security service to be all centralized and integrated with the Government Security Call Centre “999” for fast and accurate action by rapid intervention forces. Engaged the leader company for Smart Home security “LifeShield” with leader system integrator company to introduce this service in the country.

**2008 - Present Cash Flow and Operations Management Family Business**

Led initiatives to improve business liquidity, deliver cost reductions and achieve diversification of the supplier base. Releasing shares to the family members to generate cash for immediate expansions.

**Education & Qualifications**

* Authentic Leadership Development program, Harvard Business School “HBS”, Boston, USA 2016
* EMBA in Global Business Management, HULT International Business School, Boston, USA 2016
* BSc. in Computer Engineering (Networking & Architecture), King Saud University 2002
* Other Management courses:
* Co-Active Caching by CTI.
* KPI Professional and Practitioner certification “expected on Q2 2017”
* Miller Heiman’s Strategic Selling
* Miller Heiman’s Conceptual Selling
* Miller Heiman’s LAMP (Large Account Management Process)
* PMP Course (Project Management Professional from PMI)
* ITIL Foundation V.3

**Languages**

* Arabic (Native), English (Fluent)