

Curriculum Vitae

Dear Sir,

I would like to propose my candidacy for suitable position in your esteemed organization.

I am a highly talented and experienced **Marketing & Business Development**, with an extensive background in Marketing Strategies, Branding & Positioning, Product Development, International Trade, Public Relation, Feasibility Studies & Market Research, Advertising and am currently employed as Marketing & Business Development Manager with my practical experience and long track record of success I am confident that I can become a top performer at your company. My long-term career goal is to continue to learn and grow my specialist skills and abilities, whilst utilizing my experience, knowledge and skills to benefit any employer I am working for.

I invite you to review my attached resume which will show you that I am a capable and professional individual who is able to perform to the highest standards in areas of my experience. The foundation of my achievements to date lies in my ability to organize my time effectively, prioritize tasks, and use my initiative to come up with solutions to problems.

I am available for an interview at any time, and should you require any further information then please do not hesitate to contact me. In the meantime, I thank you sincerely for taking the time to read my application, and I very much look forward to an opportunity to speak to you in more detail regarding this position.

Yours sincerely



Mohamed Awad Mohamed Salih

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Personal Summary

A dynamic and energetic individual who is polished, proactive and professional in both appearance, personal interaction, and all communications. Mohamed uses his ability to maximize the benefits of an organization according to vision & mission statement within available recourse with high efficiency & utilize of organization (human resources, capital, reputation & good will, assets ...etc.) to satisfy their customers, supplier, audience and all stakeholders with commitment to their social responsibility & environment safety. Right now he is looking for a suitable position with an organization that is well established, care about their human resources & care about their social responsibility for their society.

Educational Background

Academic

- B.Sc. in Economic & Rural Development, Specialization (Business Administration) from University of Gezira, Faculty of Economic & Rural Development, Sudan (2003).
- Master of business administration (MBA) from university of medical sciences and technology (2012) specialization in the (Marketing).

Courses & Training:

- Computer courses in (Introduction - Windows XP - Word – Excel) at Telecom Training Center (Sudatel- 2005).
- English communication skills (Aslan center for social & education development – Khartoum 2006).
- Diploma in the art & science of neuron linguistic programming (Qurtoba management training center- Feb. 2009)
- Assistant practitioner training of the art & science of neuron linguistics programming from (The international NLP trainer association) - March 2009.
- Data base of marketing and sales (University of Khartoum -2013).
- Business Plan Development (Vital Business Academy -Korea) Content provided by (Harvard Business School Publishing), January 2017.

- Strategic & innovation thinking.
- Team works oriented.
- Leadership skills.
- Communication, Negotiation and presentation skills.
- Decision makers.
- Strong negotiator skills.
- Analytical Thinking.

Activities & Interests:

- Participate in management forum organized by British council and become member for one year.
- Traveling, Reading newspaper & books, walking, swimming and TV watch.
- Participate in some charity activists.

References:

***Mr. Rashid Mohamed Aboud Baaboud**

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 Baaboud Group
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***Mr. Ilkyu CHO**

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(1) Work Experience: (QATAR)

1. I am currently working with **SILWAN TRADING & CONTRACTING COMPANY LTD** as Marketing & Business Development Manager, working in this company from 1th April 2017 up to date.

Job Responsibilities in ' SILWAN TRADING & CONTRACTING COMPANY LTD '

- Plan, monitors the execute of the marketing strategy with the marketing department team, and enhance the positioning of the company in the market place.
 - Discover & develop new opportunities & chances in the market by make the market research, intelligence market and support the top management by high value information and data to make the right decision for their investment in the existing or new business.
 - Achieve their company goals & target according to the company mission and vision.

(2) Work Experience: (Fageer Transport Company - SUDAN)

2. I worked with **Fageer Transport Company** as Operation Manger.

Job Responsibilities:

- Responsible of trucks movement & operation.
- To act as supervisor of trucks & vehicle drivers.
- Monitors the lading & discharge operation of trucks, and fuel consumption.
- Prepare daily report for the trucks location and movement.
- Follow up company contracts with their clients.
- Monitors annual maintenance & resolve troubleshooting by coordinate with the company engineer & workshop.
- Made approval of maintenance & spare parts invoices & purchase.
- Manage our clients account.

(3) Work Experience: (Assileya Trading & Investment Co., Ltd- SUDAN)

3. I worked with **Assileya Trading & Investment Co. LTD** as Executive Manager. This Company works in transportation industry I served this company from 1th October 2008 to 30th April 2009.

Job responsibilities:

- Responsible of trucks movement & operation.
- Prepare offers, tender, business meeting, presentation, customer claims letter.
- Marketing.
- To act as supervisor of trucks & vehicle drivers.
- Monitors the lading & discharge operation of trucks, and fuel consumption.
- Prepare daily report for the trucks location and movement.
- Follow up company contracts with their clients.
- Monitors annual maintenance & resolve troubleshooting by coordinate with the company engineer & workshop.
- Made approval of maintenance & spare parts invoices & purchase.
- Manage our clients account & banks account.

Work Experience: (Baaboud Group – Baaboud Elevators & Escalators – SUDAN)



4. I worked with **Baaboud Elevators & Escalators** as **Sales Executive, Sales and Marketing Manager** and **Marketing & Business Development Manager**, This Company is a joint venture of **FUJI ELEVATORS, FUJI HD ELEVATORS, DALDOSS ELEVATORS (ITALY), SHANGHAI MITSUBISHI ELEVATORS**, I Joined this company on – 1st May 2009 to 30th September 2016, Seven [7] Years of Experience.



Job responsibilities:

Set marketing plan (implement, control, evaluate & monitor implementation at different stages).
Creates strong positioning for the company products & Services to increase customers perceive.
Discover new market opportunities after analysis market situation and make feasibility studies.
Develop and implement appropriate strategies by select the segment and targeting markets, and promoting products and services to those markets.
Resolve customer complaints & build customers loyalty & works to customer retention.
Identify the position of the company in the market and made the SWOT analysis.
Establish data base for the current & potential customers & increase market share for the company in Sudanese market.
Send application for anew order to manufacture according to specification in the contract and follow up with shipping, customs, clearance agencies (delivery process).
Push volume of sales by provide attractive marketing mix & offer.
Build excellence relation with supplier & customers and all stakeholders.
Held meeting with consultant, contractors, customers to promote company products.
Prepare marketing planning & strategy in (short –term & long – term) according the company goals & objective and within the company policies, mission, vision.
Analysis the market situation & the impact of external factors on the company to executive mangers to make the right strategies & decisions on the right time.
Enhance all activities it shall maximize benefits & profitability for shareholder & stakeholders.
Generate smart ideas & thinking that help company to meet commitment for internal & external customers.

Achievements: Succeed to achieve volume of sales around 6 million dollars by direct efforts & 10 million dollars and dominated of 30% market share of elevators market, by the marketing division, by implement appropriate marketing strategy.

Work Experience: (Korea Trade Investment Promotion Agency – KOTRA – SUDAN Office)

5. I worked with **KOTRA** as **Marketing & Business Development Manager**, This organization subsidiaries to Ministry of industry of Korea and as same time represent Commercial Office for the Embassy of republic of Korea in Sudan, I joined this organization in , 1st October 2009 to 30th September 2016, Seven [7] Years of Experience.

Environment of the company:

ETA MELCO Engineering Company Private Limited is an associate Company of Mitsubishi Electric Japan, having its registered head office in Chennai with branch offices at New Delhi, Kolkata, Mumbai, Bangalore and Hyderabad.

ETA - MELCO exclusive authorized representative responsible for carrying out the marketing and sales, installation and maintenance of Mitsubishi brand of Elevators and Escalators in India. The organization co-ordinates and provides all the necessary technical, administrative, commercial and after sales and service support (including installation, maintenance and service of equipment) for various projects throughout India.

Job responsibilities in ' ETA – MELCO ' :

- My job responsibilities includes following:-
- Handling all the stuffs of projects running across in Hyderabad branch.
- Reporting to the site Manager on daily basis.
- Maintaining all the details of the projects.
- Designing of scaffolding inside the Elevators shaft.
- Meeting with the Sub Contractors related to Elevators during Installation
- Maintaining the Time Sheets for Technicians
- Installation of Transformers, Switch Gears and Control Panels.
- **Installation, Testing and Commissioning of “MITSUBISHI ELEVATORS”.**

Project Experience:

- Analyzing Work order.
- Manpower Planning, Monitoring and controlling.
- Following all safety aspects
- Completing project within Base hours.
- Effective utilization of Man power.
- Handing over of elevator to client with all Quality and functional check.

Personal details:

Father's name : Mohamed Awad Mohamed Salih
Nationality : Sudanese
Passport No. : P07325914
Date of Birth : 10 - 01 -1979
Languages Known : Arabic, English
Marital Status : Married
Driving License : Valid Sudan, Qatar License.
Address : Khartoum - Sudan

I am confident that I can get well served with the work of esteemed organization at earliest if an opportunity has offered me to serve. I can execute my work to the entire satisfaction of the company.

Hope this meets your requirements.

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Prepared by

Mohamed Awad Mohamed Salih

