
PERSONAL INFORMATION



Name: Osama Abdurabu Raji Imam
Nationality: Sudanese
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E-Mail address: rajiosama@yahoo.com
Place/ date of birth: Khartoum North, March /23/1972
Marital Status: Married

SUMMARY

Talented, results producing Professional with a proven record of accomplishment in planning and leading strategies in support of business goals and objectives. Solid leadership skills; able to build and guide top performing teams. Adept in communicate with management, vendors, and internal departments to coordinate overall efforts. Oversee the entire development and production process of a business's products.

EDUCATION & CREDENTIALS

Master of Business Administration, 2010 • Governors State University, University Park, IL, USA.
Bachelor of Science Degree, Accounting, 1994 • Al-Neelain University, Khartoum, Sudan.

TRAINING

- ✓ **Strategic Business Planning**, Neotelis Inc. Khartoum, Sudan 2014.
- ✓ **Building Effective Relationship & Alliances**, Neotelis Inc. Khartoum. Sudan 2014.
- ✓ **Managing the Value Chain of a Business**, Neotelis Inc. Khartoum, Sudan 2014.
- ✓ **Financial Reporting, Planning, Budgeting and Forecasting, Performance Management, Cost Management, and Internal Controls**, Al Oula Institute. Khartoum, Sudan 2012.
- ✓ **Time Management**, Khartoum. 2012
- ✓ **Can Do Attitude**, Khartoum. 2011

PROFESSIONAL EXPERIENCE

General Manager, October 2015- Present

MIG ELECTRONICS CO. LTD Electronics and Home Appliances

Direct and coordinate all Company activities to develop and implement long range goals and objectives to meet business and profitability growth objectives.

Duties and Responsibilities:

- Develop, review and implement business strategic plan including sales, Purchasing Plan, working Capital requirements, capital expenses Plan, and financial performance.
- Review and analyze activities, costs, operations and forecast data to determine department and division progress toward stated goals and objectives.
- Overseeing and managing company's overall supply chain and logistics strategy and operations in order to maximize the process efficiency and productivity.
- Manage the sourcing and selection of suppliers to ensure the quality, quantity and type of supplier deliverables matches company's needs
- Analyze operations to evaluate performance of the company and determine areas of potential cost reduction, program improvement and policy change.
- Lead and guide project management teams in the planning, organizing, management and control of various projects in order to ensure that the project cycle is completed meeting agreed project parameters (cost budget, timelines, scope and quality), standards and objectives.
- Review a company's contracts before it signs, analyzing all clauses, stipulations, obligations and liabilities to ensure they suit the company.
- Lead negotiations with suppliers to ensure company attains its requirements with best fit prices, lead times, and terms and conditions.
- Lead and direct management teams to ensure work is carried out in accordance with targets, specifications, contracts, agreed schedules and financial constraints.
- Establish a network with existing and potential key customers and organizations in the region to explore opportunities for increasing market share.
- Ensure disputes with suppliers are addressed and resolved professionally and adequately to build and maintain mid to long-term relationships and protect company's reputation.
- Develop and oversee the implementation of region policies, procedures and controls covering all areas activity so that all relevant procedural/legislative requirements are fulfilled while delivering a quality, cost effective services.
- Direct and coordinate the company's financial and budget activities to fund operations, maximize investments and increase efficiency.
- Monitor the status of credit and collection activities to identify problem areas and adapt procedures to improve the overall performance of assigned geographic region.
- Direct plan and implement policies, objectives and activities of company to ensure continuing operations, maximize returns on investments and increase productivity.
- Manage and provide guidance to the general procurement team to manage.
- Review operations and plan to meet requirements for sales planning, ascertain manufacturing and outsourcing to develop new markets.

Sales and Marketing Manager, December 2014 – September 2015

COFFTEA TRADING Co.LTD, Packers and Distributors of Tea & Coffee, Sudan

Responsible for planning and implementing sales, marketing and product development programs, both short and long range, targeted toward existing and new markets, monitoring the performance of the sales team by establishing a system of reports and communications involving sales reports, cyclical sales meetings. Develop and recommend product positioning, packaging, and pricing strategy to produce the highest possible long term market share. Oversees and evaluate market research and adjust marketing strategy to meet changing market and competitive conditions. Develop & implement effective advertising & promotional campaigns for the brands assigned by working with agencies with creativity and in line with strategic direction. Develop overall Category marketing strategy and annual plan for assigned brands, based on understanding of customers, products and market environment for both short & long terms.

Marketing & Research Manager, March 2013 - November 2014

Pasgianos Food & Beverage Co. Ltd, Haggag Holding Company, Sudan

Develop and manage marketing systems & strategies, manage marketing programs, support the collection and reporting of information and data to support strategic decision making and the formulation of effective marketing and other value enhancing initiatives to deliver best in class customer service and satisfaction. Effective and timely development and delivery of marketing procedures, manuals, tactics, strategies, market development, product development, market analysis and evaluation, competitive analysis (marketing intelligence), marketing plans, market research, media planning, marketing & promotional campaigns, CRM and Call Centre systems, monitoring and measuring sales and marketing performance.

Sales Manager, 2011- 2013

Corinthia Hotels International – Khartoum, Sudan

Responsible for operating and direct sales team and provide leadership towards the achievement of increasing business levels from the assigned Market Segment through consistent and ongoing solicitations, while establishing trust and rapport with clients to generate and boost revenues.

Digital Zone Corp. Distributors of Consumer Electronics, Chicago IL, USA

Marketing Segment Manager, 2010 - 2011

Communicate with customers, management, internal departments, and vendors to coordinate overall marketing effort in accordance with corporate goals. Plan and carry out regional market research and analyses. Play integral role in product development activities. Lead and direct forward thinking to marketing team.

Area Sales Manager, 2007 - 2009

Operate and direct sales team, provide leadership towards the achievement of maximum profitability and growth in line with company goals. Establish plans and strategies to expand customer base in the marketing area.

Sales Executive, 2003 - 2006

Plan and carry out all sales activities on assigned accounts. Responsible to ensure customer Satisfaction, manage quality of product and deliver of service.

Project Manager, 1997 - 2002

Elayham Engineering Company. Khartoum North, Sudan

Plan, execute, and finalize projects according to strict deadlines within budget. This includes acquiring resources and coordinating the efforts of team members, third party contractors and consultants in order to deliver projects according to plan.

Researcher, 1995 - 1997

Al-Neelain Bank, Khartoum, Sudan

Search, discover, interpret and develop the Bank system. Responsible for every new discovery related to issues and other areas. Analyze various topics; obtain new data to interpret and improve the overall system.

COMPUTER SKILLS

- ✓ MS Office Package: Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft PowerPoint, and Microsoft Outlook Express.