

Anthony Khoury

Age: 36

Dubai, UAE ▪ +971 525125637

anthony.khoury1984@gmail.com

<https://www.linkedin.com/in/anthony-khoury-218ab434>



Experienced Sales Manager | CONSTRUCTION, FMCG | Middle East and Africa

Dynamic and result-oriented professional with 10+ years of experience leading sales processes and deploying sales strategies across manufacturing and contracting fields. Adept at developing the overall strategy for revenue, profitability, expense forecasting, and program/product planning for the company's sales and marketing activities. Ability to identify business opportunities, managing client and wider stakeholder relationships and leading bid as well as development teams to secure contracts and partnerships with leading enterprises.

Areas of Expertise:

- Sales Operations & Planning
- Account Management
- Business Analysis & Development
- Project Management
- Contract Development & Negotiations
- Corporate Relationships
- Sales Performance Optimisation
- Market Analysis & Research
- Revenue Enhancement
- Staff Training & Development

Professional Experience

Al Kuhaimi Metal Industries / Rimal International Trading– Dubai, UAE

Product Sales Manager (2018 to Present)

Allocate and attain sales targets for profitable sales growth in assigned product lines through identification and securing sales with new clients and markets across UAE.

Identify potential clients to establish business relationships with the key-customers, and enhance their awareness regarding company's products and services through cold calling, networking and repetitive visits. Evaluate financial budget, targets, and calculate sales forecasts for the assigned products. Coordinate bidding, awarding, deployment, and handing-over stages to deliver effective key-accounts management.

Selected Contributions:

- Increased overall sales performance from 0 to 40% in first six months and exceeded sales targets of past 5 years of the assigned products.
- Established and developed a professional sales team to increase sales, deliver better client experience, and identify new business opportunities as well as markets.
- Demonstrated successful market penetration for the company and generated sales in a new market.

Al Kuhaimi Metal Industries, Qatar, Branch – Doha, Qatar

Branch Sales Manager (2017 to 2018)

Identified business opportunities with local distributors and contacted stakeholders to propose potential business deals.

Promoted the company's products and conducted research to identify new markets while focusing on key projects for the FIFA 2022 by targeting the stadiums, metro stations, and residential complexes. Monitored company's sales per performance through sales metrics and collaborated with the consultants and contractors for the procurement of company's products in the projects Products Vendor List (PVL).

...continued...

Selected Contributions:

- Successfully administered a portfolio of accounts to attain long-term success, deployed actions to improve sales performance, and identified sales opportunities for business growth.
- Enhanced product awareness through presentations and developed the client database through personal contacts and by acquiring data base from projects owners.

Group Five Pipe Saudi (Steel Spiral Pipe) – Dammam, Saudi Arabia

Deputy Sales Manager (2010 to 2017)

Carried-out effective sales planning, allocated sales goals, analysed sales data on past performance, and projected future sales performance.

Managed routine processes including reviewing bids specifications as well as estimating and drafting project costing, and delivered higher management information regarding profit margins. Oversaw and delivered different processes in project management function including formulation of purchase agreements and Letters of Credit, and contract negotiation with the contractors and steel suppliers. Conducted market research to identify new market trends and business growth opportunities.

Selected Contributions:

- Supervised, monitored, and coordinated several projects simultaneously with contractors and Main Clients with total value of EUR 145M (Saudi Arabian Riyals 600M).
- Supervised a team of sales engineers and executives and delivered double digit growth in Sales and profits for the past 4 years' sales by meeting clients within the Gulf Cooperation Council (GCC) region.

RFT Saudi Arabia – Dammam, Saudi Arabia

Senior Sales Engineer (2007 to 2010)

Developed customer segmentation and delivered seamless sales as well as promotion processes regarding company's products and services.

Planned and coordinated sales operations, organised marketing campaigns and provided presentations of RFT product at customers' sites, conferences, and exhibitions. Addressed and responded sales inquiries from existing and key-clients in a timely manner to enhance customer experience. Established and maintained relationships with project owners and customers and oversaw routine sales operations to ensure attainment of corporate objectives. Analysed the competitor products and services to deliver recommendation the product development team to augment sales performance.

Selected Contributions:

- Accomplished launch of the product in the market and covered geographically almost 80% of the main cities in Saudi Arabia.
- Secured sales with major contracting companies like Saudi Aramco, Sabic, Bin Ladin Group and to leading building materials companies in Saudi Arabia.
- Successfully managed landmark project, Princess Nora University in Riyadh, including supervision of a team of 24 members to execute the steel raised floor application activity as per client's requirements and procedures.

Education

Bachelor of Business Administration, Finance • Holy Spirit University of Kaslik Beirut- Lebanon, 2006

Languages: English: fluent, French: fluent, Arabic: native

Interests and Hobbies

A dedicated athlete passionate in endurance and competitive sports. Triathlon, swimming and cycling are big passions in my life. Member of several sports clubs and sports communities in Dubai. Participated in several local and international events i.e: Dubai Ironman 2019/2020 Oman Ironman 2020, International Triathlon Union Abu Dhabi 2019, Abu Dhabi Open water Championships.