

Ghassan Ahmad

Business Developer

I am an ambitious business development professional with a proven track record of +10 years in the boosting and increasing the overall companies' performance and profits. I have had a chance to work in Europe and UAE markets where I have successfully assisted companies to increase their market share by utilizing my rich professional network and valuable connections in order to generate promising business leads and close profitable deals. Throughout my career path, I have been able to drive the growth of different business in various industries such as: Food & beverages and Events & exhibitions. Currently, I am looking for a suitable business development job opportunity that fits my qualifications and offers additional opportunities for advancement where I can develop myself personally and professionally and add the required value to the business.



Location: Dubai, UAE | **Mobile:** +971 50 417 8777 | **Email:** Ghassanahmad88@gmail.com

EXPERIENCE



General Manager

Jul 2020 – May 2021
Dubai - UAE



Rue Royale Restaurant

Achievements:

*Establishes restaurant business plan by surveying restaurant demand; conferring with people in the community; identifying and evaluating competitors; preparing financial, marketing, and sales projections, analyses, and estimates.

*Attracts patrons by developing and implementing marketing, advertising, public and community relations programs; evaluating program results; identifying and tracking changing demands.

*Accomplishes restaurant and bar human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counseling, and disciplining management staff; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures.

*Meets restaurant financial objectives by developing financing; establishing banking relationships; preparing strategic and annual forecasts and budgets; analyzing variances; initiating corrective actions; establishing and monitoring financial controls; developing and implementing strategies to increase average meal checks.

*Boosted staff performance by motivation which led increasing new customers by 60% & return customers 85%.

ABOUT ME



I am outgoing, dedicated, and open-minded. I get across to people and adjust to changes with ease. I believe that a people should work on developing their professional skills and learning new things all the time.

SKILLS



- Analytical skills
- Communication skills
- Negotiation skills
- Goal-focused
- Organizational skills
- People management
- Cost control
- F&B expertise
- B2B / B2C Approaches
- Quality control

**Business Development
Manager**
Jun 2015 – Jun 2020
Dubai - UAE

- **Build Up Exhibition Fixtures LLC**
Achievements:
 - *Research and identify new business opportunities - including new markets, growth areas, trends, customers, partnerships, products, and services - or new ways of reaching existing markets.
 - *Generate leads with prospective customers.
 - *Meet with customers/clients face to face or over the phone.
 - *Foster and develop relationships with customers/clients.
 - *Understand the needs of the customers and respond effectively with a plan of how to meet them.
 - *Think strategically - seeing the bigger picture and setting aims and objectives to develop and improve the business.
 - *Work strategically - carrying out necessary planning to implement operational changes.
 - *Generated 43% of company revenue for 2017, and 50% of company revenue for 2018.

**Assistant Business Development
Manager**
Feb 2013 – Apr 2015
Odessa - Ukraine

- **Kadorr Group**
Achievements:
 - *Contacting potential clients to establish rapport and arrange meetings.
 - *Planning and overseeing new marketing initiatives.
 - *Researching organizations and individuals to find new opportunities.
 - *Increasing the value of current customers while attracting new ones.
 - *Finding and developing new markets and improving sales.
 - *Attending conferences, meetings, and industry events.
 - *Developing quotes and proposals for clients.
 - *Developing goals for the development team and business growth and ensuring they are met.
 - *Training personnel and helping team members develop their skills.

Business Development Executive
Sep 2009 – Dec 2012
Damascus – Syria

- **Arabian Group for Exhibition & Conference**
Achievement:
 - *Achieved reputation for exceptional customer service and client retention rates more than 60% for 2 years.
 - *Mentored, managed and supervised an inside and outside sales team of twelve employee.
 - *Led market launch of multiple new products by identifying, researched service possibilities, collaborated with clients and created campaigns.

EDUCATION



Master of Business Administration (MBA)

**Syrian International Private University
for Science and Technology**

Sep 2010 – Sep 2011 | Damascus - Syria

○ BSc Business Administration

**Syrian International Private University
for Science and Technology**

Sep 2005 – Sep 2009 | Damascus - Syria

REFERENCES



○ Eng. Eyad Ghaloul

Managing Director
Build Up Exhibition Fixtures LLC
Eyad@buildup.ae

○ Serafimov Vitaliy

Human Resource Manager
Kadorr Group
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HOBBIES

