

## EUGENE MARK WOOD

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### BUSINESS DEVELOPMENT

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A dynamic individual specializing in Business Development in distribution, partner and key account management in Middle East, Levant, North Africa and Asia's: An MBA with hands-on experience spanning 28 years in the areas of strategy, planning, and organizational growth & progression. Results-oriented and clear focus in simplifying processes to achieve corporate objectives. A team player with analytical and problem-solving skills with a flair for building and sustaining relationships with all levels and categories of stakeholders; possessing a flair for training, motivating and driving team performance. Proven experience in operational and management control procedures to derive achievement of organizational objectives.

### CAREER HISTORY

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#### **Solair Solar Energy Systems**

**Currently**

Fueling a directive by His Highness Sheikh Mohammed bin Rashid Al Maktoum, to bring UAE to sustainable energy; Developing the hospitality and wellness markets of Solair as a Business Development Manager (reporting to the CEO).

#### **Jurassic Technologies**

**Dec 2014 to Jun 2016**

Business Development/Product Manager (reporting to the MD), I was entrusted to manage 8 manufacture portfolios, (Transcend, Kensington, Pelican, Nitro, Energizer, Iris, iWalk and Energy Systems) for the GCC market. Resellers and retails were the primary target in the go to market strategy while the public and corporate sector was catered to through strategic business partners.

#### **Freelance Insurance Agent**

**Apr 2014 to Dec 2014**

A self-employment project representing leading insurance companies to the corporate customers. (Al Ghurair, Oberoi hotels...) This project was cut short due to newly imposed regulations on freelance agents in UAE.

#### **Lenovo Middle East and Africa**

**Jun 2011 to Apr 2014**

Managed LENA region (Levant, Egypt and French speaking Africa), as the Business Development Manager for Global Accounts. This role progressed as a promotion from the post of Operations Manager for the same region (reporting to the Director/GM LENA). (Revenue of over \$80 million per Annum)

- Enhanced the productivity of the Global Accounts by 24% by increasing the share of wallet of the contracted global partners. (IBM, Vodafone, British American Tobacco, Huawei...)
- Formulated a process to have all 200 plus Global Accounts to be visited on a periodical basis by the Tier one and Tier two agents.
- Managed and coordinated sales life cycle by bringing down the delivery time by 4 to 7 days and improving the payment lifecycle.
- Instrumental in training and recruiting new business partners as distributors, Tier One and Two partners.

#### **Asbis Middle East**

**Dec 2009 – May 2011**

As the Regional Retail Manager, was responsible in driving the company to Retail focus in UAE, KSA and Egypt. - Increased the retail reach of by 30% in UAE by introducing Asbis as a distributor brand to the retailers. In the process we acquired 2 new brands for distribution in the GCC markets increasing the product portfolio. Recruited and trained a team of sales person in the Channel, Hypermarkets and Power retailers.

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### Technoworld LLC (Emirates Computers)

May 2005 – Nov 2009

Sales Manager to KSA, Qatar, Bahrain and Oman, managing the distribution to all segments with offices and staff located in Bahrain and Qatar, Hypermarket Segment Sales Manager for UAE. I succeeded to this portfolio by starting as a Channel Manger to Marketing/Product Manager.

- Established the Hypermarkets segment in UAE, KSA, Qatar, Bahrain and Oman.
- Enhanced 65% of the company's turnover over a period of 4 years and was successful in achieving an average year-on-year growth of 360% (i.e. Hypermarket segment **\$165,000 - 2004 to 18+ Mil 2008**).
- Managed the marketing activities for the 2005 and '06 Gitex. This included the below the line and above the line advertising.
- Instrumental in setting up the Qatar and Bahrain offices.

### KEY SKILLS /EXPERIENCED

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<ul style="list-style-type: none"><li>• Brand Management</li><li>• Shelf Management</li><li>• Product Management</li><li>• Staff Management</li><li>• Inventory Management</li><li>• Deployment (staff/product)</li><li>• Recruiting and Appraisal</li><li>• Strategic Planning</li></ul>	<ul style="list-style-type: none"><li>• Below the line Advertising</li><li>• Above the line Advertising</li><li>• Social Medea Marketing</li><li>• Special Events</li><li>• Merchandising</li><li>• Project Management</li><li>• Branding</li><li>• Road Shows</li></ul>	<ul style="list-style-type: none"><li>• Microsoft office products</li><li>• Software implementation</li><li>• Presentation</li><li>• Motivation</li><li>• Negotiation</li><li>• Competitive Analysis</li><li>• Market Research</li><li>• Headroom Analysis</li></ul>
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### EDUCATIONAL ACHIEVEMENTS & MEMBERSHIPS:

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MBA - Marketing from University of Wales, Cardiff.

2007 – 2010

Member of the University of Wales, Cardiff Alumni and Founder President of the MENA Alumni

### PERSONAL INFORMATION

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Date of birth : 21<sup>st</sup> September 1972  
Marital Status : Married, two children

### INTERESTS

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Traveling, Badminton, Rugby, Reading

### REFERENCES

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To be provided on request.

**(Eugene Mark Wood)**