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a-hanoun@hotmail.com



15<sup>th</sup> May 1978









### PROFILE

Over 20 years of experience in communication spectrum, my career diversifies in direct sales, channel sales marketing, business development, business planning and execution in highly competitive segments of the communication industry.

I enjoy a proven and consistent track record in achieving goals, strategic sales planning and accurate forecasting.

### **EDUCATION**

# **B.Sc.** in Electrical **Engineering, Electronics** and Communication

Applied Science University, Jordan-2002

### **Aliance CO**

Corporate Selling and Sales Techniques

#### **Human Soft Institute**

Cisco Certified Network Associate CCNA

**Nexan Cabling Certification Project Management Professional** 

3M Cabling certification Fluke certified technical engineer 3M courses regarding harassment, security e mails, sales, and leadership attributes Cracking the sales management code, Dubai 2012

#### SKILLS

Business Development Management: Highly skilled in establishing business channels.

**Relationship Management:** Providing feasible solutions to clients and maintain constant rapport with them to ensure smooth operations of the business. Generating business from dormant opportunities and achieving further profitability through covering such.

Strategic Business Planning: Making corporate strategies for achievement of top line & bottom-line targets based on market intelligence. Conducting analysis for assessment of business performance.

Team Management: Providing direction, motivation & training to the field sales team for ensuring optimum performance for all operational /sales related issues.





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Married

Jordanian

Engineer / Sales Professional

# LANGUAGE

Arabic

**English** 

Mother language

near native / fluent









15<sup>th</sup> May 1978





Engineer / Sales Professional

#### EXPERIENCE

# **August 2018- Present**

## **Director of Sales**

Next Technology Kuwait

- Sales Target responsibility
- · Conceptualizing & implementing strategies for acquiring business from clients and existing accounts.
- Visiting Key Accounts and generating leads
- Responsible for the Sales target of the team
- · Getting consultant's brand approval
- Follow up the government projects with regular visits.
- GTM planning

### **April 2017- August 2018**

### Regional Sales Manager- Kuwait, Bahrain, Iraq, Jordan, Lebanon.

Juniper Network, Inc.

- Overachieved 2017 target 156%
- Conceptualizing & implementing strategies for acquiring business from clients and existing accounts.
- Analysing latest marketing trends & tracking competitors' activities; providing valuable input for fine tuning sales
  & marketing strategies; creating new business prospects and converting them into profitable business accounts.
- · Responsible for the Sales target of my territory
- Getting consultant's brand approval
- Follow up the government projects with regular visits.
- · Assigning business partners (Channels)
- · Supporting the partners in closing the projects
- GTM planning



Married

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Jordanian



Speak, read and write fluently both English and Arabic

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C

Co-Founder

#### EXPERIENCE CONTINUED

### May 2014 - April 2017

# **Director- Channel & Commercial (Open Space)**

Huawei Technologies- Kuwait

- Awarded as the outstanding sales manager for 2016
- Awarded as the best team (Channels and Construction)
- · Assign new partners and Win back reseller.
- Won a strategic projects and accounts Breakthrough as (PAMP, MOSAL, MOE)
- · Responsible for the Sales target of Kuwait
- Getting consultant's brand approval
- Assigning a business partners (Channels)
- Make sure that the distributors are holding the healthy stock.
- Supporting the partners in closing the projects
- Strategic planning for the market and arranging events (Seminars and Roadshows).
- · Win back new strategic partners.

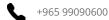
# May 2012 - April 2014

## Sales Manager

Leviton Manufacturing - Kuwait

- H2 2013 Target 400 K\$ Ach 520 K\$ 130 %
- · Won Airport project and Bayan Palace Admin building
- Assign the below partners and distributors':
- · Smart Entity, Shabakat, MBS, ATCO sultan center and INC
- Responsible for the Sales target of Kuwait territory.
- Getting consultant's brand approval
- Follow up the government projects with regular visits for the same.
- Assigning a distributors'
- Assigning a business partners ( Channels)
- Make sure that the distributors' are holding the full range of Leviton products.
- Supporting the partners in closing the projects Strategic planning for the market and arranging for marketing events (Seminars and Roadshows).









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### EXPERIENCE CONTINUED

### December 2009 - April 2012

# **Channel Sales Manager**

3M - Kuwait

Co-Founder

- 2010 Target 600 K\$ Ach 100%
- 2011 Target 1.1 M\$ Ach 1.7M\$ 155%
- 2012 Target 2.03 M\$ Ach 1.82 M\$ 89 %
- Responsible for the Sales target of Kuwait territory.
- Getting consultant's brand approval
- Follow up the government projects with regular visits for the same.
- Assigning a distributors'
- Assigning a business partners (Channels)
- Make sure that the distributors' are holding the full range of 3M products.
- · Supporting the partners in closing the projects
- · Strategic planning for the market and arranging for marketing events ( Seminars and Roadshows).

### January 2008 - November 2009

### **Business Development Manager**

Al Almasa IT Distribution

 Responsible for the large corporate accounts and the relationship between Almasa and our major customers (IT companies), and our Venders to insure the customer and vender satisfaction.

# July 2004 - December 2007

# **Project Manager/ Consultant**

Middle East Digital Communication ( MEDCOMM Consultant)

Smart Building Solutions (IP Telephone, Security, CCTV, AV, Networking & Access control with the Building Management System BMS in the same main network).