

KHALEEL K.M

Doha, Qatar

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PROFESSIONAL SUMMARY

Results-driven **Business Development Executive** with over 11 years of experience in **sales, marketing, and business growth** across multiple industries. Adept at **identifying new market opportunities, driving revenue growth, and fostering strategic partnerships**. Strong expertise in **market research, competitor analysis, CRM, contract negotiation, and lead generation**. A proactive leader with **excellent communication, persuasion, and leadership skills**, dedicated to achieving business expansion and profitability.

CORE SKILLS & COMPETENCIES

- **Business Development & Sales Strategy**
 - **Market Research & Competitor Analysis**
 - **Customer Relationship Management (CRM)**
 - **Negotiation & Closing Deals**
 - **Lead Generation & Client Acquisition**
 - **Revenue Growth & Profitability**
 - **Strategic Partnerships & Networking**
 - **Sales Pipeline & Forecasting**
 - **Digital Marketing & Brand Promotion**
 - **Key Account Management**
 - **B2B & B2C Sales Management**
 - **Team Leadership & Training**
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EXPERIENCED INDUSTRIES

- **Oilfield Construction**
 - **Energy Technology**
 - **Turnaround & Shutdown Services**
 - **EPC Contracting**
 - **Production & Manufacturing**
 - **Facility Management**
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PROFESSIONAL EXPERIENCE

Better Group, Doha, Qatar (June 2022 – Present)

Business Development Executive

- Develop and execute **business development strategies** to drive market expansion and revenue growth.
- Conduct in-depth **market research** to identify trends, competitors, and new business opportunities.
- Build and maintain **long-term client relationships**, ensuring customer satisfaction and repeat business.
- Lead **negotiations and contract discussions** with key clients and stakeholders.
- Collaborate with **sales and marketing teams** to develop targeted campaigns and sales initiatives.
- Monitor and analyse **sales performance metrics**, preparing reports for management decision-making.

Multilink Trading Company, Doha, Qatar (2017 – 2021)

Sales & Marketing / Local Purchasing Representative

- Spearheaded **sales and marketing initiatives**, increasing brand awareness and market share.
- Managed **local procurement and purchasing**, ensuring optimal pricing and quality standards.
- Negotiated contracts and maintained strong relationships with **suppliers and vendors**.
- Conducted **market research** to optimize procurement costs and enhance profitability.
- Developed and implemented **sales strategies** to drive revenue growth.

Seashore Group (Trading Division), Doha, Qatar (2011 – 2017)

Indoor & Outdoor Sales Executive

- Promoted company products through **strategic indoor and outdoor sales efforts**.
- Assisted customers in **product selection and purchasing decisions**.
- Followed up on **sales leads**, nurturing client relationships and driving repeat business.
- Maintained and updated **customer data in CRM systems**.
- Monitored inventory levels and assisted in **supply chain management**.

EDUCATION

Bachelor of Arts

Mahatma Gandhi University, Kottayam, India (2001 – 2004)

Pre-University Course

Mahatma Gandhi University, Kottayam, India (1999 – 2001)

CERTIFICATIONS & TRAININGS

- **Sales & Marketing Strategies Certification**
- **Business Development & Negotiation Skills Training**
- **Customer Relationship Management (CRM) Workshop**

PERSONAL INFORMATION

- **Date of Birth:** 16/05/1983
- **Nationality:** Indian
- **Gender:** Male
- **Visa Status:** RP Holder
- **Driving License:** Valid Qatar Driving License

LANGUAGES

- **English (Fluent)**
- **Arabic (Basic)**
- **Hindi (Fluent)**
- **Malayalam (Native)**

OBJECTIVE

Seeking a challenging **Business Development Executive** role in a dynamic organization where I can leverage my **sales, marketing, and relationship-building expertise** to drive growth, expand market share, and contribute to the company's long-term success.