




Abed Al Ilah El Assaad

 Doha-Qatar  +974 30301710  a.alassaad11@gmail.com

PROFESSIONAL SUMMARY

Dynamic and results-driven Director of Sales with over 15 years of proven expertise in sales, business development, and revenue growth strategies. Adept at leading high-performing sales teams, driving market expansion, and developing strategic partnerships that enhance profitability. Skilled in negotiation, forecasting, and customer relationship management, with a track record of exceeding sales targets and implementing innovative business solutions. Passionate about fostering a competitive sales culture and leveraging data-driven insights to optimize performance and market positioning. A visionary leader committed to delivering measurable business success through strategic planning and execution.

SKILLS

- Strategic Sales Planning.
- Market Expansion.
- Revenue Growth Strategies
- Cross- functional Collaboration
- Budgeting & forecasting.
- Customer insights & CRM.
- Team Leader & Data Driven Decision Making.
- Performance Management.

WORK HISTORY

Director of Sales / Constructions Retail Companies.

Al Hattab Holding Group- Qatar

01/2025-Present

- Developing and executing strategic sales plans to achieve revenue targets.
- Managing the sales team, setting goals, conducting performance reviews, and providing mentorship.
- Building and maintaining strong relationships with key clients and partners.
- Analyzing market trends to identify new opportunities and stay ahead of competitors.
- Collaborating with marketing teams to develop effective sales campaigns.
- Monitoring sales performance and preparing reports for senior management.
- Ensuring customer satisfaction and handling escalated concerns.

Group Business Development Manager/Construction Retail Companies.

Al Hattab Holding Group-Qatar

08/2023 to 01/2025.

- Develop and execute business development strategies to drive revenue growth and increase market share
- Identify new business opportunities and conduct market research

- *Build and maintain strong relationships with clients through regular communication and effective account management*
- *Collaborate with cross-functional teams to ensure customer satisfaction and successful project delivery*
- *Reporting on sales performance and forecasting the future sales based on market situation to the management.*

Business Development Manager/Construction Chemicals Manufacturer
Ciko Middle East/Al Jabor Holding-Qatar **12/2020 to 06/2023.**

- *Develop and implement sales strategies to increase revenue.*
- *Negotiate contracts and close deals with clients.*
- *Conduct market research and analyze data.*
- *Manage team of sales representative and marketing specialists to achieve business objectives.*

Sales & Marketing Manager/ Ready Mix, Precast concrete & Blocks.
K&H Ready-mix/GCP, M.H Al Mana Group-Qatar **06/2013 to 08/2019.**

- *Build and maintain relationships with clients and customers.*
- *Manage sales and marketing team to achieve sales targets and increase market share.*
- *Reporting on sales performance & forecasting the future sales.*
- *Create marketing campaigns and targeted new customer segments.*

Sales & Marketing Executive/ Ready-Mix Concrete.
Falcon Ready-mix Factory/ Al Hudaifi Group-Qatar **09/2011 to 04/2013.**

- *Assisted in the development of marketing campaigns and collateral.*
- *Promote and sales ready-mix concrete.*
- *Conduct market research and analyze data to inform the Sales Manager.*
- *Lead generation and customer acquisition efforts.*

EDUCATION ○ **BS. Medical Analysis Technologist / Jinan University-Lebanon. 2006**
Lebanese Bachelor 2nd degree / Hadadine public School-Lebanon. 2003

LANGUAGES ○ **Arabic:** Native Language. **English:** Professional.
French: Intermediate.

PERSONAL INFORMATION ○

- Date of Birth: 11/01/1985.
- Nationality: Lebanese.
- Marital Status: Married

REFERENCES ○ References available upon request