**AYA AWAD Tel: +971 52 854 2973**

**Dubai – United Arab Emirates Email:** **ad.aya@hotmail.com**

**BUSINESS DEVELOPPER**

 **8 years’ experience in sales**

*Bachelor degree – trilingual in French & English & Arabic*

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| **SUMMARY** |

As a trilingual business developer with 8 years of experience in B2B and B2C sales, I've helped companies in a variety of industries achieve their goals. My background includes selling and procuring all sort of products, from selling aluminium glass doors & windows to procuring commodities in the FMCG industry. I've acquired new clients, negotiated contracts, managed many accounts simultaneously, cleared old stock, and expanded product portfolios.

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| PROFESSIONAL EXPERIENCE |

**BUSNESS DEVELOPER AND PROCUREMENT MANAGER DEC 2019– DEC 2022**

MACO Dubai, UAE

*MACO is a FMCG wholesaler and retailer (8supermarkets) importing more than 1000 containers a year from Saudi, Malaysia, France, China, Lebanon, Dubai etc. to the African market. I was in charge of procurement.*

**Responsibilities:**

* Contacted over 5 new partners per month to convince them to distribute through MACO.
* Negotiated contracts worth $5M with suppliers such as UNILEVER, SOGEDIAL(CARREFOUR), S.N.I.W, etc.
* Closed a $1M sales agreement with UNILEVER my first year.
* Persuaded S.N.I.W to sell their product range ‘’Belle France’’ in our supermarkets.
* Convinced our supplier to grant us a $50K annual marketing budget to sponsor local marketing activities.
* Implemented marketing activities on ground to promote new brand.
* Worked with shipping lines such as Maersk, CMA CGM etc… and freight forwarding agencies for a timely and smooth arrival of the goods.
* Leveraged on food exhibitions (Gulf food in Dubai and SIAL in France) to meet suppliers and negotiate new deals.

**Achievements:**

* Acquired new suppliers: B&S (<https://www.bs-group-sa.com/> ) & SNIW (<https://centraleachatexport.com/>) resulting in $180k/yearly.
* Recovered $100k from supplier for damaged and expired products,
* Cleared old stock from warehouse.

**SALES MANAGER NOV 2017- NOV2o19**

ALU Brazzaville**,** Congo

*My role was to oversee daily operations, generates and bring business to the company.*

**Responsibilities:**

* Acquired, secured and developed a portfolio of 30 new clients from scratch.
* Generated new leads by networking and cold calling with existing client.
* Listened, collected, analysed customers’ needs and presented customized offers in line with their requirements.
* Monitored project progress by making adjustments and coordinating with team of 20 engineers.
* Issued 2 to 3 proposals daily and handled contract negotiations, payments, and activations from A to Z.
* Met with an average of 6 prospects every week to qualify them and close them.
* Recruited 3 talented engineers for curtain wall installations (increasing company’s turnover from $5M to $5,5M)
* Expanded product portfolio by adding curtain walls to our product range.
* Boosted labour productivity by integrating modern machines thus delivering product ahead of handover.
* Resolved day to day complain of customers.

**Achievement:**

* Reached my annual target of $1,5M worth of sales.
* Closed deals with 3 multinational companies (TOTAL/CHEVRON etc) worth $300k.
* Succeeded in collecting long lasting debt of the company worth of $500k.
* Downsized the team by 30% to save money.
* Acquired a new supplier ALUPCO (GCC based) (<http://www.alupco.com/>) increasing profitability by 40%

**SALES EXECUTIVE OCT 2014- OCT 2017**

ALU Brazzaville**,** Congo

*ALU is a manufacturing company of doors, windows and curtain wall made of aluminum and glass and wood.*

*My role was to assist my sales manager with daily activities and deals.*

**Responsibilities:**

* Built company first accurate inventory data base from scratch.
* Maintained customer database by adding new customer profile and updates.
* In charge of preparing quotation, follow up and closing of deal worth less than $5K.
* Resolved customer complaints by exchanging merchandise, refunding money and adjusting invoices.
* Monitored customer account details for non-payments, delayed payments, and other irregularities
* Advised and assisted an average of 2 clients daily on our product range.

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| EDUCATION |

**Canadian University of Dubai** **SEPT 2010-JULY 2014**

*Human Resource Management, Bachelor* Dubai, UAE

**International French School (Charlemagne)** **SEPT 2000- SEPT 2010**

Baccalaureate ES (social economy) Brazzaville, CONGO

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| SKILLS & LANGUAGES |

* Computer literacy: CRM, Proficient in Microsoft office application (Microsoft, Xcel, etc…)
* Languages: French (fluent) – English (Fluent) – Arabic (intermediate)
* Followed a Training in 2021 on immigration and investment opportunities in the Caribbean Island.
* Nutritionist autodidact