

# Wail Makki

Location: Dubai, UAE

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## Professional Summary

Experienced Operations and Business Development Specialist with a strong focus on optimizing supply chains, managing logistics, leading sales, and building client relationships. Expertise in supplier negotiations, procurement, inventory management, and driving operational efficiency across multiple sectors. Skilled in aligning business strategies with client needs to deliver seamless execution, and sustained growth.

## Skills

- Key Account Management | Sales Operations | Food & Beverage Operations
- Client Relationship Building | Vendor & Supplier Negotiation | B2B & B2C Sales Expertise
- Procurement | Supply Chain Optimization | FMCG Sector Expertise
- Inventory Planning | SAAS Solutions | Cross-functional Leadership

## Experience

### Business Development & Key Accounts Manager

KASO (YC W22), Dubai, UAE | May 2023 – Aug 2024

KASO is an innovative tech company transforming the food industry by professionally connecting restaurants with suppliers and optimizing logistics.

- Expanded client portfolio by 35%, securing partnerships with high-profile clients such as Mr. Brisket, Chilis, and Olayan Group, driving a 20% increase in revenue.
- Developed customized SAAS solutions that improved operational efficiency, reducing order processing time by 50% for restaurants and suppliers.
- Spearheaded platform adoption, onboarding 50+ new clients within 12 months, leading to a 30% growth in user engagement and ensuring seamless integration with the KASO system.
- Built strong relationships with suppliers, negotiating terms and ensuring timely resource access for efficient client operations.
- Collaborated with cross-functional teams to implement 3 major feature enhancements in the app, improving the user experience and increasing customer retention by 20%.
- Monitored key account performance metrics, analyzing needs and ensuring satisfaction.
- Established and led a supplier project from the ground up, managing inventory, procurement, budgeting, and financials. Secured partnerships with 70+ restaurants, optimizing supply chain logistics and driving revenue growth.

## **Operations Specialist**

KASO (YC W22), Dubai, UAE | Sept 2021 – Apr 2023

- Onboarded over 200 suppliers and restaurants onto the KASO platform, providing detailed demonstrations and training for smooth integration.
- Managed operations for over 100+ restaurant accounts, including big brands' logistics procurement processes, ensuring accurate data handling and streamlining client interactions via the CMS platform.
- Collaborated with the KSA team, provided training, and suggested operational enhancements that improved efficiency and streamlined processes.

## **Customer Service Advisor**

Mashreq Bank, Dubai, UAE | Jan 2021 – Aug 2021

- Educated customers on banking products (Loans, Cards, and services), enhancing their understanding and facilitating informed decision-making.
- Collaborated with internal teams to resolve escalated issues, achieving a 100% resolution rate and ensuring a smooth customer experience.
- Consistently met targets by efficiently resolving a high volume of cases with 98% accuracy.
- Assisted customers affected by fraud, implementing protective measures and resolving issues three times faster.

## **Project Manager**

Ministry of Water Resources and Electricity, Sudan | Jan 2017 – Oct 2020

- Coordinated resource allocation for five subcontractors across three projects, achieving a 30% reduction in delays and enhancing stakeholder satisfaction.
- Ensured compliance with project timelines and quality standards through regular inspections and issue resolution.
- Managed project documentation, including plans, reports, and budgets, facilitating clear communication among stakeholders.

## **Education**

- **Bachelor of Urban Planning (Honors)**

Alzaiem Alazhari University, Khartoum, Sudan | 2009 – 2014

## **Software Skills**

- CRM Systems | Salesforce | CMS | Zohodesk
- Microsoft Office | Google Analytics | Tableau | Looker Studio Dashboards

## **Additional Information**

- UAE Driving License
- Languages: Arabic (Native), English (Fluent)