

Associate Vice President of Sales

*Sales Operations Management / Key Account Management / Revenue & Profit Optimization
Customer Service Management / Process & Performance Improvement / Sales Operations Management*

Accomplished president with 15+ years' experience in driving company sales, leading corporate development efforts, and overseeing operational and fiscal responsibilities to ensure optimal business performance. Accelerated record of processing financial transactions, installing digital systems, and delivering multiple branch projects within fast-paced environment. Proficient in exceeding customer expectations, designing effective training sessions, and accomplishing business sales targets. Adept at directing affluent bank accounts, managing portfolios, and performing employees' evaluation while realizing enhanced corporate success. High-caliber individual with expertise in continuously assessing problem areas and offering recommendations to maximize efficiency and productivity.

Areas of Expertise:

- Business Development & Growth
- Executive Administrative Support
- Portfolio Management & Development
- System Installations & Processing
- Staff Performance Assessments
- Client Acquisition & Retention
- Process & Performance Improvement
- Team Development & Leadership
- Time Management
- Effective Communication

Professional Experience

ABC Bank – New York, NY

Associate Vice President of Sale (2020 to Present)

Oversee \$40-million communications infrastructure service provider with eight district offices and net field profit of \$3.8 million.

Orchestrate all bottom-line factors, including company vision, long-range strategic planning, global product management, and software development processes. Direct all operations for installation and service provision for infrastructure systems: LAN, WAN, fiber optics, voice and data networks. Redefine organizational structure, oversee major pricing decisions, and perform monthly financial evaluation of company results. Provide cross-functional management; direct three Vice Presidents, COO, CFO, and 8 District Managers; and general oversight of 500 employees.

Selected Contributions:

- Created a more responsive and market-driven organization resulting in **increased sales from \$22 million to \$40 million** in only three years.
- Substantially improved productivity while **reducing operational costs by 28%**.
- **Opened 15 new marketing channels** and established strategic alliances in Asia and Europe.
- Developed, introduced, and launched successful new products for international markets.
- Effectively led international project teams to proven results across lines of businesses, geographic borders, time zones, and cultures.

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CBB Bank – New York, NY

Senior Officer (Branch Banking Sales & Business Development Department) (2015 to 2020)

Envisioned and implemented strategic marketing campaigns for \$25-million hard drive manufacturer serving global markets.

Directed regional and international marketing organization, including national managers, regional managers, and product managers. Spearheaded vision, strategy, and execution of global business operations. Oversee staffing, strategic directives, and training of national marketing teams. Developed and implemented marketing plans, established marketing and sales objectives, and prepared company-wide sales forecasts. Managed international project teams through due-diligence, prioritization, and development.

Selected Contributions:

- Triggered **36% increase** in annual company revenue.
- Played integral role in **establishing company presence and operations within European markets.**
- **Achieved extraordinary market share** and revenue results leading directly to joint ventures.

Bank of US – New York, NY

Senior Officer (Service Management & Affluent Banking Department) (2012 – 2017)

Directed product and regional/international marketing operations for \$13-million keyboard and peripheral manufacturer.

Collaborated in development of new keyboard technology. Recruited, trained, mentored, and developed new keyboard management team. Negotiated major OEM keyboard contracts.

Selected Contributions:

- Increased revenue **from zero to \$13 million in 5 years** by expanding market share and establishing alliance initiatives.
- Successfully identified and resolved problems resulting in **12% cost reduction.**
- Returned company to **high profitability** through efficient restructuring.
- Earned Top-Performance Achievement Award.

Education and Credentials

Bachelor of Science in Business Administration, 2010

University of Toronto – Toronto, Ontario

Retail Banking Professional Foundation Certificate (Saudi Arabian Monetary Agency, SAMA)

Six sigma yellow belt | Six sigma green belt

Professional Development

SPIN Selling course | Real Estate and site selection course | Leadership Course | Time Management course

Technical Skills

Microsoft Office Suite (Word, Excel, and PowerPoint)