**Ali Manhmoud Aoun**

**Email:** aoun1215@hotmail.com; **Contact**: +961 76892033/ 76300995/ 5432218

**Location**: Lebanon

**Business Management Profile**

**Snapshot:** Seasoned industry professional with 20 years of experience across diverse organizational domains. Currently functioning as Business Development Manager with Al Reyami Travel, Dubai – UAE, seeking challenging senior managerial assignments with a reputed organization

* Skilled in analysis & review market response/ requirements and communicating the same to various teams for accomplishment of business goals
* Well versed in implementation of sales promotional activities as a part of brand building and market development effort, evolution of market segmentation & penetration strategies to achieve targets
* Versatile business manager with proven competencies in optimizing team dynamics uniting diverse agenda to common goal and harnessing strategic and operational drivers to deliver results
* Capable of defining business mission and integrating resource strengths to deliver impeccable performances aligned to overall objectives
* Solid marketing capabilities to roll out strategic plans to build and retain strong base of prestigious clients
* Highly organized, disciplined and task focused with fine-tuned analytical, troubleshooting and administrative skills

**Core Competencies:**

* Strategic Planning
* Business Development & Planning
* Sales & Marketing
* Change Management
* Business Process Re-engineering
* Product/Brand Management
* Procedure Standardization
* Resource Optimization
* Budgeting & Cost Control
* Client Relationship Management
* Cross Functional Team Coordination

**Professional Experience**

**Al Reyami Travel, Dubai – UAE ~ Business Development Manager ~ Nov 2009 to Dec 2013**

**Accomplishments:**

* Acknowledged for acquiring new government accounts like RTA, Dubai Municipality, Dubai Police and Dubai Health Authority
* Significant contributor in enhancing sales to AED 10 Million, promotion of Inbound/ Outbound Holidays Department and generating demand on attractive packages offered by the organization
* Played key role in optimizing response rate from various annual marketing campaigns to generate awareness on products
* Instrumental in bagging tenders from major corporate accounts like Tiger Group, Fine Group, NEXtCARE Insurance, NFPC Group-Lacnor Juice, ADCB Bank among others

**Job Profile**

* Define/ implement strategies aimed at retention/ enhancement of existing market share
* Guide team members in accomplishment of business targets and enhancing client satisfaction through qualitative service delivery
* Build/ maintain productive business relationship with key decision makers across corporate/ government accounts for identification/ development of new business opportunities
* Collate market intelligence on competition and other market trends for restructuring of business strategies
* Focus on enhancing market penetration through effective liaison and negotiation with airline partners
* Coordinate with various support teams in drafting airline GSA agreements and supplier contracts

**Dnata Group, Dubai – UAE ~ Apr 2001 – Oct 2009**

**Role: Senior Sales Executive - Dnata Holidays Worldwide, Oct 2004 – Oct 2009**

* Developed/ implemented sales strategies in the UAE territory aligned to market requirements
* Rendered qualitative presentations highlighting product and organizational capabilities to existing clients/ prospects
* Assisted the business development manager in reengineering sales/ promotional strategies based on collated market feedback
* Participated in preparation of departmental strategies and budgets
* Maintained regular interaction with existing clients/ prospects for identification/ development of new business opportunities
* Enhanced client satisfaction by rendering customized solutions aligned to business requirements of clients
* Organized training sessions/ seminars for internal and external clients to highlight products/ system developments
* Involved in design/ implementation of formats, systems and protocols for collation/ presentation of staff and agent feedback to the management
* Optimized resource utilization and streamlined processes to enhance productivity/ profitability
* Liaised with media and PR companies in communicating accurate company statements/ announcements to maximize market exposure

**Role: Shop In-Charge (Dubai Municipality Outlet) – Dnata Government Travel, Dnata Agencies, Apr 2001 – Oct 2004**

* Led a team of 2 Counter Staff in accomplishment of day to day sales/ operational targets at the outlet
* Defined/ implemented operational procedures aimed at rendering qualitative service delivery
* Maintained regular interaction with Municipality and other administrative personnel to ensure smooth functioning of operations
* Set up service recovery initiatives for effective resolution of customer issues
* Generated/ updated various status reports for the senior leadership team and other stakeholders based on business requirements
* Monitored performance of team members and render productivity enhancement feedback
* Conducted training sessions for team members based on identified training needs

**Past Assignments**

* Emirates Holidays, Dubai – UAE ~ Tours Consultant ~ MM 1997 – MM 2001
* Kuwait Airways, Dubai – UAE ~ Ticketing and Sales Agent ~ MM 1994 – MM 1997

**Academics**

**Education**

* **Diploma in Hotel Management,** American Hotel of Motel Association, Dubai, UAE 1993

**Professional Development**

* How to be good manager
* Presentation Skill
* Sales Management
* Motivational Selling
* Standard Fares & Ticketing 1 & 2 + Advanced Fares & Ticketing
* Effective Management & Advanced Selling Skills
* Meeting the Challenge (workshop) & Product Selling Techniques
* Introduction to the hospitality Industry
* Mars and Galileo Systems
* Human Relations in Practice & Telephone Sales Techniques

**Date of Birth:** 01st August 1971; **Languages Known:** English, Arabic and Urdu; **Nationality:** Lebanese

**Reference Available on Request**