

# HAMZAH ALALI

Senior Business  
Consultant

## Contact Information

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## Skills

- Sales Process
- Customer Relationships
- Project Management
- Business Development
- Technical Expertise
- Product Development
- RFP
- Regional Sales
- Customer Service
- Product Knowledge
- Cisco Switches Routers
- Avaya IP
- Cctv Systems
- Audio-Video Systems
- BMS
- Agile Methodology
- Scrum Methodology
- AI Solutions
- IoT
- Digital Network Analysis
- Python Programming
- SAP MM
- Sap Pp

Award-winning Senior Consultant with 10+ years of experience implementing solutions for diverse industry clients. Track record of driving client success and retention by offering innovative, customized solutions targeting unique client needs. Instrumental in leading teams and collaborating across functions to execute projects and meet critical targets, creating wins for employers and clients alike.

Qualified IT Consultant with 18 years of experience supporting sales department in offering unique solutions to retain existing client relationships as well as generating ideas for working with future clients. Acted as a liaison between business and technical teams with excellent communication skills.



## Employment History

**Senior Business Consultant** Jan 2021 - Present

NGBS CO. UK • Riyadh

- **Developed and implemented business intelligence strategies to improve data analysis and reporting processes**
- **Designed and maintained data warehouses and databases to ensure accurate and efficient data storage and retrieval**
- **Created and delivered comprehensive data visualizations and reports to stakeholders, enabling informed decision-making**
- **Collaborated with cross-functional teams to gather and analyze business requirements, translating them into actionable insights and solutions**
- **Provided technical expertise and guidance to junior team members, fostering professional growth and development**

**Senior Sales Manager** Jan 2019 - Jan 2021

ATAD TECHNOLOGIES • Riyadh

- Developed and executed strategic sales plans to achieve revenue targets, resulting in a 50% increase in sales within the first year
- Built and managed high-performing sales teams, providing leadership, coaching, and mentorship to drive individual and team performance
- Identified and pursued new business opportunities, cultivating relationships with key clients and negotiating contracts to secure long-term partnerships
- Analyzed market trends and competitor activities to identify growth opportunities and develop effective sales strategies
- Implemented sales processes and systems to streamline operations and maximize efficiency, resulting in a 20% reduction in costs

**Senior Program Manager, PMO** Jan 2017 - Jan 2019

MIDDLE SEA CO. • Jeddah

- Managed and led multiple cross-functional teams to successfully deliver complex programs on time and within budget

- Computer Networking
- CRM
- Windows
- Product Demonstrations
- Account Management
- KAM
- Software Development

## Languages

- English
- Arabic

- Developed and implemented strategic plans, goals, and objectives for program management office (PMO) to align with organizational objectives
- Oversaw the execution of program management processes, including risk management, stakeholder communication, and change management
- Implemented and maintained project management methodologies and best practices to ensure consistent and efficient program delivery
- Provided leadership and guidance to program managers and project teams, fostering a collaborative and high-performing work environment

### Technology Sales And Service Manager Oct 2013 - Jan 2017

taibah care • Madinah

- Developed and executed strategic sales plans to drive revenue growth and exceed sales targets.
- Managed a team of sales professionals, providing training, coaching, and performance evaluations to optimize sales performance.
- Built and maintained strong relationships with key clients, ensuring customer satisfaction and repeat business.
- Collaborated with cross-functional teams, including marketing and product development, to identify customer needs and develop effective sales strategies.
- Implemented and monitored sales metrics and KPIs to track performance and identify areas for improvement.

### Key Account Manager Jul 2009 - Oct 2013

elajou group • Madinah

- Develop trust relationships with a portfolio of major clients to ensure they do not turn to competition
- Acquire a thorough understanding of key customer needs and requirements
- Expand the relationships with existing customers by continuously proposing solutions that meet their objectives
- Ensure the correct products and services are delivered to customers in a timely manner
- Serve as the link of communication between key customers and internal teams
- Resolve any issues and problems faced by customers and deal with complaints to maintain trust
- Play an integral part in generating new sales that will turn into long-lasting relationships
- Prepare regular reports of progress and forecasts to internal and external stakeholders using key account metrics.

### Senior Sales Engineer Aug 2005 - Jul 2009

shahin trade co.

Determining the requirements of customers, such as budgets and timelines, and communicating them to other members of the team

Developing and executing sales strategies that are designed to meet the needs of customers

Coordinating with other members of the organization, such as account managers, to ensure that customer needs are met

Presenting proposals for new projects or services based on customer requirements

Creating documentation of new projects or services to help ensure that they are implemented successfully

Working with engineering staff to ensure that products fit the customer's needs

Helping to design products based on customer specifications

Providing technical support to customers regarding their purchase.



## Education

**Master's Information Systems Management (Computer Information Systems)** Sep 2007 – Aug 2009

aleppo University • Syria

**Bachelors** Sep 2001 – Sep 2006

Aleppo University • Syria



## Certifications

Project Management Professional

Certified Sales Professional

Sales Management

Automotive Sales Professional

Certified Hospitality and Tourism Management Professional

Communication Management Professional

Certified Manager of Quality/Organizational Excellence