

Fahad Al-Sulami
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Highlights

- Astute mentality & stringent organizer, high sense of responsibility & commitment
- Excellent verbal & communication skills; confident in dealing with challenges & objectives
- Track record of successful business development & go to market activity
- Experience in data visualization & Analytics tools
- Advanced experience in digital transformation, digital planning, and digital operations Advanced working knowledge with sales tools/CRM including Salesforce
- Digital projects proven track record of success – product, management, transformation, commercialization, execution, and delivery with more than 8 years Digital projects proven track record of success – product, management, transformation, commercialization, execution, and delivery

Profile Summary

A results-driven professional with extensive experience in account management, business development, and project management. Adept at data analysis, visualization tools, and digital transformation, with a demonstrated ability to lead complex projects from inception to successful execution. Highly skilled in strategic planning, stakeholder management, and optimizing operational processes to drive business growth. Passionate about delivering innovative solutions, improving customer experiences, and achieving commercial objectives.

Education

Bachelor's Degree in Media from Imam Mohammad Ibn Saud Islamic University,
2018 Grade Excellent (Second-Class Honors) GPA 4.65

Certifications & Training

PMP certification

Key Skills

- Account & Client Relationship Management
- Business Development & Market Expansion
- Project Management & Strategic Planning
- Digital Transformation & Process Optimization
- Partnership Building & Negotiation
- Sales Strategy & Revenue Growth
- Team Leadership & Performance coaching
- Data Analysis & visualisation
- CRM Systems & Customer Insights (Salesforce, etc.)
- Enterprise project management system (Monday, Trello , Click up, Agile)
- Risk and plan management
- Initiation, Planning, Execution, Monitoring & Control, and Closure, with Agile/Scrum or Waterfall principles for flexible project delivery
- Stakeholder management

Work Experience

The DataFlow Group – Partner Success Manager

March 2023 – Present

(www.dataflowgroup.com)

- Develop strong, long-term relationships with partners.
- Understand partner needs and help implement solutions that aligns with their goals
- Track and evaluate partner performance metrics
- Identify areas for improvement and collaborate with partners to achieve better results - Ensure that partners are utilizing services efficiently and meeting key performance indicators (KPIs)
- Foster engagement by encouraging partners to adopt new features, services, or updates - Address and resolve any issues or challenges partners face, providing timely and effective solutions
- Work with internal teams (sales, customer service, and tech support) to ensure partner needs are met
- Work with sales and account management teams to align strategies and provide a seamless experience for partners
- Collaborate with marketing teams to create co-branded materials and campaigns to support partners
- Provide regular reports on partner success metrics, challenges, and feedback to internal stakeholders
- Analyze trends and data to provide actionable insights for continuous improvement
- Conduct business reviews with partners to discuss performance, goals, and opportunities for growth
- Identify opportunities for upselling and cross-selling additional services to existing partners
- Work with partners to develop joint strategies that can expand business and enhance mutual success
- Advocate for partners within the organization, ensuring their needs are prioritized
- Act as the voice of the partner, ensuring their feedback is incorporated into internal processes and service improvements
- Monitor partner satisfaction and proactively address any concerns or gaps in service delivery
- Ensure that partners are consistently satisfied with DataFlow's solutions and value proposition
- Share industry insights with partners to help them stay competitive
- Ensure that contractual obligations with partners are met
- Review and negotiate renewals or modifications to agreements
- Responsible for developing strategies to enhance partner experience along with measuring performance and analyzing data to identify new improvement opportunities.

NUSS – Project Management Manager

October 2021 – February 2023

(www.nuss.com)

- Define the project scope, goals, and objectives.
- Responsible for project planning, Initiating, Executing and closing projects end to end while applying the most appropriate project management methodologies based on each project's scope, Complexity and objectives
- Develop a detailed project plan, including timelines, milestones, and resources required.
- Assemble and manage the project team.
- Assign tasks and responsibilities to team members.
- Ensure effective communication and collaboration among team members.
- Allocate resources (budget, manpower, equipment) efficiently.
- Monitor resource usage and adjust as necessary to stay within budget and time constraints.
- Identify potential risks and develop strategies to mitigate them.
- Monitor project risks and implement contingency plans when needed.
- Monitor the progress of the project against timelines and objectives.
- Ensure that milestones and deadlines are met.
- Provide regular updates to stakeholders on project status.
- Act as the main point of contact between the client, stakeholders, and team.

- Ensure that stakeholders are informed of any issues, changes, or progress in the project.
- Ensure that the project outputs meet the required standards and quality.
- Perform quality checks and oversee testing or reviews.
- Address any issues or roadblocks that arise during the course of the project.
- Make decisions quickly to avoid delays.
- Ensure the successful completion of the project within scope, time, and budget.
- Conduct post-project evaluations to assess performance and capture lessons learned.
- Document the project for future reference.

Tarjama – Business Development Manager

January 2021 – October 2021

(www.tarjama.com)

- Identify and pursue new business opportunities to drive revenue.
 - Develop and execute sales strategies to meet or exceed targets.
 - Pitch Tarjama's services (translation, localization, AI solutions) to potential clients.
 - Prepare and negotiate contracts, proposals, and pricing structures.
 - Build and maintain strong relationships with existing and potential clients.
 - Understand client needs and tailor Tarjama's solutions accordingly.
 - Ensure customer satisfaction and drive long-term partnerships.
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- Conduct market research to identify industry trends and business opportunities.
 - Analyze competitors and adjust strategies accordingly.
 - Identify potential industries and sectors where Tarjama's services can be expanded. - Establish partnerships with businesses, government entities, and international organizations. - Attend industry events, conferences, and networking sessions to promote Tarjama. - Collaborate with internal teams (marketing, operations, product development) to enhance offerings. - Lead the preparation of RFPs (Requests for Proposals) and tenders.
 - Work with internal teams to craft compelling business proposals.
 - Follow up on submitted proposals and close deals.
 - Track and report sales performance metrics and KPIs.
 - Provide insights on market trends and sales forecasts to senior management.
 - Optimize sales strategies based on performance data.

Tharwah – Business Development Manager

November 2019 – January 2021

(www.Tharwah.com)

- Identify new business opportunities, including new markets, partnerships, and revenue streams.
- Develop and execute strategic plans to increase sales and expand market share.
- Analyze market trends and competitors to identify growth areas.
- Generate leads and convert them into clients.
- Develop and maintain relationships with key stakeholders, clients, and decision-makers. - Prepare and deliver presentations, proposals, and sales pitches.
- Negotiate and close business deals while ensuring profitability.
- Build and maintain long-term relationships with partners and clients.
- Attend industry events, conferences, and networking opportunities.
- Collaborate with internal teams (marketing, product development, customer support) to enhance client satisfaction.
- Work with the marketing team to develop promotional strategies.
- Enhance brand visibility through partnerships, sponsorships, and events.
- Conduct market research to understand customer needs and preferences.
- Set business development targets and track progress using KPIs.
- Manage budgets, forecasts, and financial reports related to business development.
- Ensure compliance with company policies and industry regulations.

- Mentor and train junior sales and business development staff.
- Work closely with product and service teams to refine offerings based on customer feedback.

Adidas – Store Manager

January 2019 – October 2019

As a Store Manager provides leadership and direction to the entire store team. The SM oversees all aspects of store performance through sales management, operational and personnel functions, as well as store visual aesthetics and environment. Through creating long-term strategies and leading company initiatives, ensures maximum productivity, profitability, operational excellence and compliance with company procedures. The SM must exude the excitement, professional presence and confidence needed to protect and drive company/ brand integrity.

- Make sure that all company policies and procedures are implemented in all store
- Performs the daily store walk
- Check on daily basis the tasks was done by customer services and technical
- Examine merchandise to ensure that it is correctly priced and displayed and that it functions as advertised. • Direct and supervise employees engaged in sales, reconciling cash receipts, or in performing services for customers
- Perform work activities of subordinates, such as cleaning and organizing shelves and displays and attendance
- Inventory stock and reorder when inventory drops to a specified level.
- Review inventory and sales records to prepare reports for management and budget departments. • Confer with company officials to develop methods and procedures to increase sales, expand markets, and promote business.
- Estimate consumer demand and determine the types and amounts of goods to be sold. • Handle and execute all marketing campaigns/ events efficiently and in a best implementation • Creates and fosters a culture that ensures the customer is the focus of all activities. • Maximizes store volume and profits in accordance with store/company goals through excellent staffing, superb customer service and attention to detail in a fast paced environment.
- Ensures service, merchandising, and operational standards are met through company-defined

Apparel Group – Store Manager

January 2018 – December 2018

(www.Apparel.com)

- Oversaw daily operations of the retail store, ensuring high standards of service, efficiency, and operational consistency.
- Monitored key performance indicators, adjusting strategies as necessary to meet or exceed sales targets and customer satisfaction goals.
- Developed and executed promotional strategies, driving foot traffic and sales through effective in-store campaigns and events.
- Managed inventory control and product replenishment, ensuring optimal stock levels and product availability for customers.
- Delivered regular performance reviews and training to staff, improving product knowledge, sales skills, and customer engagement.
- Implemented loss prevention measures, reducing shrinkage and safeguarding store assets. - Fostered a positive and inclusive store culture, improving team morale and reducing turnover. - Established strong relationships with suppliers, ensuring timely product deliveries and superior quality control. - Collaborated with corporate leadership to ensure the store adhered to company policies and procedures.