
Issam Ashour

Corporate and Key Account Manager



Personal Summary

An enthusiastic and highly motivated individual who has a clear understanding of the role and responsibilities associated with being an accountant. Having the ability to provide support for multiple concurrent priorities, **Issam** is able to establish, maintain and develop effective working relationships with service users, operational teams, delivery partners and colleagues. He possesses a broad range of technical, personal effectiveness and leadership skills and uses rigorous logic and methods to come up with effective solutions to difficult problems. As someone who is comfortable with and able to effectively cope with change, He has a long track record of making best use of any available resources and techniques. He is currently looking for a suitable position with an ambitious company where he will be working with his experts, people who have the skills and experience to make a real difference to his future.

Personal Details

83/3 Dayr Al Balah, Gaza Strip, Palestine.

JAWWAL: +972598001102.

E: issam.ashour@gmail.com.

Driving license\International: Yes.

Nationality: Palestinian.

Born: 1983.

AREAS OF EXPERTISE

- Accounting
- Positive Attitude
- Result Oriented
- Sustainable Development
- Technical Skills
- Communication Skills
- Budgeting
- Economics
- Marketing
- Money Making
- MS Office

ACADEMIC QUALIFICATIONS

- Bachelor degree In Business Administration, the Islamic University of Gaza 2000-2005.
- Bachelor degree In Banking and Finance, the Islamic University of Gaza 2005-2006.

Training courses in:

- Strategy to maintain the participants "Egypt".
- Electronic commerce (business) _ The Islamic university.
- Training program in corporate sales work shop "Oct 2011 - Cairo, Egypt".
- Excellence in customer service course
- Business performance improvement "USAID, Nov 2005".
- Financial statement analysis "USAID".
- Marketing for improving business performance.
- QM training course "the Islamic university 2003".
- Financial accounting basics "USAID".
- Caring for customers "Dec 2009"
- Presentation skills "Oct 2012"
- ICDL+ Course.
- Digital marketing (google skills).

- Innovation thinking skills (Edraak).
- Positive thinking skills.
- Effective sales skills.
- Time management.
- Communication skills.
- Negotiation skills.

PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

Corporate sales officer (*grade 4*) *Jawwal Company*

Sep 2007- Dec 2010

Duties:

- Focusing on Acquisition of new business, to grow potential accounts from existing value to its true potential.
- Mapping the requirements of enterprise clients and providing them the best solution to meet their recruitment / branding needs effectively
- Achieving sales objectives, revenues by selling, up selling and cross selling varied offerings including branding options
- Customization of the training modules for the existing clients by maintaining good relationship thereby enhance usage
- Sales Analysis, Usage review and planning vis-à-vis product analysis on a Quarterly basis to arrive at action plan
- Closely monitoring competitor activities and assisting in planning counter strategies
- Sales management to drive both volume and value business

Corporate and VIP Account Manager (*grade 5*) *Jawwal Company*

Jan 2011- Feb 2011

Duties:

- Serve as a key sales and support interface and Primary Point of Contact (PPOC) for assigned client(s), cultivating business relationships within HQ and division decision makers
- Deliver annual operating plan commitments and profitability targets
- Develop customer business plan to fully leverage and execute all programs, including category management, integrated marketing, logistics, etc.
- Ensure customer business plans align with brand guidelines and implements all distribution and merchandising objectives
- Work with Operations to facilitate and ensure execution excellence at retail
- Regularly review progress against account plans and adjust where needed to achieve annual goals
- Deliver objectives within the P&L budget by maximizing promotional plans and optimizing kiosk performance
- Collaborate and work with Sales Operations, Legal, Finance and other key stakeholders during contracting and renewal negotiations
- Help establish performance objectives and communicate and timely report client scorecard progress to Sales leadership
- May manage problem resolution and escalation from the retailer at regional and local level.

Corporate and Key Account Manager (*grade 6*)

Mar 2011- Jul 2017

Jawwal Company

Duties:

- Serve as a key sales and support interface and Primary Point of Contact (PPOC) for assigned client(s), cultivating business relationships within HQ and division decision makers
- Deliver annual operating plan commitments and profitability targets
- Develop customer business plan to fully leverage and execute all programs, including category management, integrated marketing, logistics, etc.
- Ensure customer business plans align with brand guidelines and implements all distribution and merchandising objectives
- Develop and lead periodic division business reviews, both internal and external to Client, and monitor account/headquarter group planning process to ensure plans will meet assigned deliverables
- Utilize and provide complete and timely information to drive sales efforts including marketing plans, consumer insights, and product knowledge
- Work with Sales Planning for each line of business to develop annual promotional plans for account
- Work with Operations to facilitate and ensure execution excellence at retail
- Regularly review progress against account plans and adjust where needed to achieve annual goals
- Deliver objectives within the P&L budget by maximizing promotional plans and optimizing kiosk performance
- Collaborate and work with Sales Operations, Legal, Finance and other key stakeholders during contracting and renewal negotiations
- Help establish performance objectives and communicate and timely report client scorecard progress to Sales leadership
- May manage problem resolution and escalation from the retailer at regional and local level
- Periodically prospect for new business, as directed

Key Account Manager (*grade 7*)

Aug 2017- Dec 2018

Jawwal Company

Duties:

- Manage government accounts, NGOs and VIP accounts (sell services and handsets – after sales services – handling complaints and solving problems).
- Maintain customers and create & increase their loyalty.
- Serve as a key sales and support interface and Primary Point of Contact (PPOC) for assigned client(s), cultivating business relationships within HQ and division decision makers
- Deliver annual operating plan commitments and profitability targets
- Develop customer business plan to fully leverage and execute all programs, including category management, integrated marketing, logistics, etc.
- Ensure customer business plans align with brand guidelines and implements all distribution and merchandising objectives
- Develop and lead periodic division business reviews, both internal and external to Client, and monitor account/headquarter group planning process to ensure plans will meet assigned deliverables
- Utilize and provide complete and timely information to drive sales efforts including marketing plans, consumer insights, and product knowledge
- Work with Sales Planning for each line of business to develop annual promotional plans for account
- Work with Operations to facilitate and ensure execution excellence at retail

- Regularly review progress against account plans and adjust where needed to achieve annual goals
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- Periodically prospect for new business, as directed

Telecommunications Sales Agent

Aug 2006- Jan 2007

Motorola Company-Palestine

Duties:

- Sell telecommunications products and services to both individuals and companies.
- Sell VoIP for corporate technology and communications systems.
- Build market position by locating, developing, defining, negotiating, and closing business relationships.
- Keep abreast of current technology trends.
- Identify, contact and build relationships with prospective customers through a combination of telephone and in-person cold calls, networking and referrals to obtain appointments.
- Leverage the CRM system to develop prospecting and sales strategy that ensures high activity and effective closing ratios.
- Book and install new lines/circuits/bundles/services to meet established monthly quotas.
- Write and submit accurate orders.
- Design customized, cost-effective solutions for the client.
- Manage a territory using technology, prioritization and time management skills.
- Submit pricing and pre-qualification requests reflecting the client's requirements.
- Maintain an updated database in sales database including all activities, partners, and opportunities with their current status.
- Maintain open and effective lines of communication throughout the organization to maintain a sense of teamwork, enthusiasm, pride, and quality workmanship.
- Capture and review any competitive intelligence gathered and proactively communicates this information to marketing.
- Define personal and corporate revenue objectives.

Personal Skills

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| • Awareness of ethical issues | • Inventiveness |
| • Practical, methodical and accurate | • Disciplined |
| • Able to make good judgments | • Self-motivated |
| • Creativity | • Interpersonal sensitivity |
| | • Persuasiveness |

Personal

Interests and Pastimes: Football, reading, movies.

Languages: Fluent in Arabic (native) and English.

References

Available on request.