



YASSER MOHAMED ABDULNABI

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OBJECTIVE

Highly motivated and qualified hotel industry professional, looking to enhance my career within a reputed name of the field, give the Excellency of my skills and develop them with new perspectives and goals.

I do have almost 17 years & 6 months as experience in Hotel management out of that 13 year in GCC. I was covering mainly Kuwait Key accounts along with KSA, UAE & Qatar Major Travel agencies & Key Government & corporate Accounts.

CAREER ABSTRACT

A professional Hotel industry sales leader, very dedicated, a major team player, hard worker and loyal to my team and industry, with excellent achievement.

CORE COMPETENCIES

Organisation and creation of a department.

Ease with budgeting and sales & marketing analysis.

Leading and managing a team.

Excellent written and verbal communication skills.

Resourceful in the completion of projects, effective at multi-tasking.

Strong analytical and problem-solving skills, with the ability to make well thought out decision.

GCC experience with Key government, corporate, travel & wholesaler Accounts.

ACADEMIC QUALIFICATIONS

Bachelor of Tourism & Hotel with honours graduated from the Faculty of Tourism & Hotel Helwan University in June 1999.

ACHIEVEMENTS:

Le Meridien Hotel:

- 2009 – 2010 participate in a three months' sales competition for the Middle East and Asia countries, And won the 1st place in 20 of January 2010.
- Cluster experience sells & reserve two different Hotels.

Movenpick Hotel:

- committee member to create a loyalty program for guests in house and bookers to facilitate and Generate more business.
- Generating more than 20K room nights per year from two international construction & port production company.

Jumeirah Messilah Beach Hotel & Spa:

- Preopening team: participate creation of the sales and marketing department with a clear study and strategy
- Maintaining the ranking of the Hotel in the first position throughout 05 continues years from 2013 till 2017
- Organizing sales blitzing for the full sales team locally and overseas.
- Generating more than 01 million Kuwaiti dinars from one of the biggest oil companies of the world
- Achievement of the Gross Operating Profit (GOB), 2014, 2015, 2016, 2017 thanks to a clear visibility study and sales Strategy.

PERSONAL DETAILS:

- Marital Status: Married (Two Kids)
- Nationality: Egyptian
- Driving License: GCC in Kuwait
- Date of Birth: 29/11/1977

PROFESSIONAL EXPERIENCE

Acumen Asset management
Designation: Sales Director.

May 2018 to Present.

- Direct & monitor the team's delivery of their account development plan and sales plan to ensure the achievement of the sales target.
- Seek, build and maintain relationships with existing and potential clients.
- Provide support on all Asset Management proposal and tender submissions
- Input into development of Asset Management annual plan.
- Develop people within the Business Unit.
- Prepare and implement annual stream business plans and communicate them through the organization.
- Develop Asset Management strategy and target markets, and developing new product ideas.
- Create strong customer relationship for revenue optimisation.

Jumeirah Messilah Beach Hotel & Spa, Kuwait
Designation: Director of Sales & Covering GCC Market (KSA, UAE & Qatar).

January 2017 to January 2018

- Direct & monitor the team's delivery of their account development plan and sales plan to ensure the achievement of the sales target.
- Ensure all the systems, policies and procedures are in place for each segment to enable an effective selling
- Develop and maintain strong relation with the local hotel association and government organisation to enhance the reputation of the hotel.
- Assist with the annual rate structure discussion and sittings.
- Create strong customer relationship for revenue optimisation.
- Execute a strategic change as required to ensure budgeted revenues are met.
- Lead the sales team to maximise revenue ethically and professionally as per budget.
- Assist individual team members to achieve the allocated targets.
- Develop and maintain strong relation with hotel key accounts from corporate and whole seller's segments.
- Plan annual business trips to attract external market business.
- Plan and ensure the execution of the daily, weekly & monthly team action plan.
- Follow up closely on the individual progress of the sales team members.
- Participate in all the executive committee's activities.

Jumeirah Messilah Beach Hotel & Spa, Kuwait
Designation: Head of Sales & Covering GCC Market (KSA, UAE & Qatar).

July 2015- January 2017

- Support the planning, sales strategy, tactics and activities for the property, and ensure all sales and marketing plan supports the strategy of the business and development department.
- Identify sales opportunity to ensure all market segments are covered.
- Prospect for, and help the sales team member's prospect for all new business sources.
- Deliver and facilitate the team to use entrepreneurial selling and deliver brand message to customers.
- Manage assigned accounts to ensure correct business mix.
- Research local and regional trends for all business opportunities.
- Initiates action plan to approach and secure new business for the Company.
- Initiate and Monitor Electronic distribution systems, commercial Database.
- Develop and coordinate sales selling cycle and methodology.
- Direct and oversee the company marketing function to identify and develop new customers for products and services
- Directly manage major and critical client accounts, and coordinate the management of all other accounts. Assign sales territory, target groups and sales quotas.
- Research competitors' products/services.
- Develop goals and objectives, projects and priorities and assign them to Sales team.
- Develop and conduct sales campaigns.

Jumeirah Messilah Beach Hotel & Spa, Kuwait
Designation: Acting Head of Sales & Covering GCC Market (KSA, UAE & Qatar).

January 2015- July 2015

- Analyse sales statistics to determine business growth potential.
- Establishes performance goals for all sales managers and sales department employees, and monitors performance on a continual basis.
- Develops, or participates with the Senior Staff, in the development of the Strategic Marketing Plan for the Company
- Directs department(s) to achieve objectives established in the Company's Strategic Plan.
- Research and develop strategies and plans which identify marketing opportunities, direct marketing, and new project development.
- Analyse and evaluate the effectiveness of sales, methods, costs, and results.

- Plan and coordinate public affairs, and communications efforts, to include public relations and community outreach.
- Establish and implement short- and long-range goals, objectives, policies, and operating procedures. Supervise the planning and development of company marketing and communications materials.
- Represent the company at various community and/or business meetings to promote the company.
- Supervise the preparation, issuance, and delivery of sales materials, exhibits, and promotion programs.
- Initiate and supervise national & international sales trips and tradeshow.

Jumeirah Messilah Beach Hotel & Spa, Kuwait Designation: Sales Manager	May 2013- January 2015
Jumeirah Messilah Beach Hotel & Spa, Kuwait Designation: Sales Manager (Pre-opening)	August 2012- May 2013
Movenpick Hotels in Kuwait Designation: Sales Manager	February 2011 – August 2012
Movenpick Hotels in Kuwait Designation: Sales Executive	January 2010 – February 2011
Le Meridien Hotels, Starwood Hotels and resorts Worldwide Kuwait Designation: Cluster Sales Executive (Le Meridien Kuwait & Le Meridien Tower)	August 2008- January 2010
Le Meridien Hotels, Starwood Hotels and resorts Worldwide Kuwait Designation: Cluster Reservations Supervisor (Le Meridien Kuwait & Le Meridien Tower)	March 2008 – August 2008
Safir International Hotel Kuwait, Designation: Reservations Supervisor	June 2005 – March 2008
Safir International Hotel Kuwait Designation: Receptionist	February 2005 – June 2005
Intercontinental Cairo – Pyramids Park Resort Cairo - Egypt Designation: Front office Shift Leader	June 2004 – December 2004
Reef Oasis Hotel & Resort Sharm Al Sheikh - Egypt Designation: Shift Leader	January 2003 – June 2004
Reef Oasis Hotel & Resort Sharm Al Sheikh – Egypt Designation: Receptionist	July 2001 – January 2003
Naama Star Hotel Sharm Al Sheikh – Egypt Designation: Receptionist	June 2000– July 2001

Languages:

- **Arabic:** Native language
- **English:** Fluent
- **French:** beginner
- **Italian:** beginner

References: Available upon request