



CV
Samir Talaat Ghaleb

PERSONAL INFORMATION:

Nationality: Egyptian
Date of Birth: March 16th 1966
Marital Status: Married
Language Skills: **English:** Reading, writing and conversation Excellent
Arabic: Mother tongue
Computer Skills: Excellent command of Microsoft Office Excellent user of Opera System
Driving License **Valid Bahraini & Emirate Driving Licenses**
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CAREER OBJECTIVE:

Interested in a managerial position to pursue a prosperous challenging career with a reputable/multinational Firm

QUALIFICATIONS:

I have a vast proven experience in Sales & Marketing field, I know the GCC markets extremely well: Specially Saudi, Bahraini, Muscat, Dubai & Abu Dhabi Markets, have been working in the area for the last 20 years. I have experience with all types of segments in the GCC market, from Leisure to Corporate and MICE. I am very good in achieving targets and therefore I excel in time management, being able to prioritize accordingly. I am very sociable and extremely friendly but very determined when it comes to closing deals. I am supportive to my team and enjoy coaching them to help them achieve their targets. Good planner and conducts company presentation. Good communication and presentation skills, High skills of Budgeting, Forecasting, business plans setups, well experience in pre-opening new hotels.

Important Note:

- I have excellent experience in pre opening hotels from scratch as Director of Sales & Marketing, I was an pre-opening member with Mercure Al-Khobar in Saudi Arabia and a pre-opening member as Director of Sales & Marketing in Ramee Grand Hotel & SPA (both are 5 star hotels)

EXPERIENCE:**SocialLight Digital Marketing – Bahrain****October 2017 – Present****Director of Business Development**

Socialight Digital Marketing is a comprehensive Digital Marketing Agency that is passionate about providing its clients with complete online marketing solutions from Social Media Management to Website Design & Development.

Facilities:**Social Media Marketing**

- + Facebook
- + Instagram
- + LinkedIn
- + Twitter

Website Design & Marketing

- + SEO
- + E-mail Marketing
- + Pay-Per-Click

Graphic Design & Branding

- + Executive Greetings
- + Logo Design
- + Brochure Design
- + Flyer Design
- + Stationary Design

Responsibilities :

1. Identifying new sales leads
2. Pitching products and/or services
3. Maintaining fruitful relationships with existing customers
4. Developing marketing strategy in line with company objectives & market goals.
5. Coordinating marketing campaigns with sales activities and the sales affiliates
6. Adjusts marketing campaign and strategies as needed in response to collected data and other feedback..
7. When it comes to generating leads, day-to-day duties typically include:

Researching organisations and individuals online (especially on social media) to identify new leads and potential new markets

- Researching the needs of other companies and learning who makes decisions about marketing activities.
- Contacting potential clients via email or phone to establish rapport and set up meetings
- Planning and overseeing new marketing initiatives
- Attending conferences, meetings, and industry events
- When it comes to the challenge of actually selling, other typical duties include:
 - Preparing PowerPoint presentations and sales displays
 - Contacting clients to inform them about new developments in the company's products
 - Developing quotes and proposals
 - Negotiating and renegotiating by phone, email, and in person
 - Developing sales goals for the team and ensuring they are met
 - Training personnel and helping team members develop their skills
 - To keep healthy relationships with clients, this mostly requires socialisation. So from simple chats on the phone to lunches and events or conferences Sales Team must be sure to keep their customers happy. Of course, as with all office jobs, documentation is also a big part of the work. Sales Team members are also obligated to write reports and provide feedback to upper management about what is and is not working.

Director of Sales & Marketing

Facilities: 4* Hotel consists of 120 standard rooms & suites, 6 F&B outlets, One Meeting Room & health club.

Website: www.delmonhotel.com

Reporting to: General Manager

Sales & Marketing Responsibilities:**Sales:**

- Re established the Sales & Marketing Department.
- Recruiting Sales Team.
- Generate, maintains, major accounts & assigned segments through sales activities.
- Set up all sales objectives, action plans.
- Ensure that selling strategies are adhered to during negotiations and maximized up selling opportunities of sales team.
- Lead the sales team morning briefing.
- Involved in annual departmental budgets, forecasts, revenue meetings, Directing, managing, training and counseling sales team.
- Set annual revenue targets sales people, ensuring that they are clear on Direct sales solicitation through sales visits, telemarketing and direct mails.
- Meet with all influential clients and ensures that pre and post conference meeting adapted.

Marketing:

- View & Analysis Competitors Hotels.
- Marketing & Media plan & Budget.
- Branding according to corporate Identity (following up with our marketing agency company)
- Compile Company Database.
- Creating Marketing Program for Leisure segment.
- Creating Marketing Program for Corporate segment.
- Special Events Calendar.
- Newsletter – External Communication.
- Food & Beverage collateral.
- Prepared various Packages for rooms, F&B and MICE business.

Director of Sales & Marketing

Facilities: 4* Luxury Hotel consists of 96 standard rooms, 6 deluxe rooms, 10 suites, 6 F&B outlets, 2 Meetings Rooms & health club.

Website: www.panoramahotel.com.bh

Reporting to: General Manager**Sales & Marketing Responsibilities:****Sales:**

- Re established the Sales & Marketing Department.
- Recruiting Sales Team.
- Generate, maintains, major accounts & assigned segments through sales activities.
- Set up all sales objectives, action plans.
- Ensure that selling strategies are adhered to during negotiations and maximized up selling opportunities of sales team.
- Lead the sales team morning briefing.
- Involved in annual departmental budgets, forecasts, revenue meetings, Directing, managing, training and counseling sales team.
- Set annual revenue targets sales people, ensuring that they are clear on Manages the completion of all REPs / FIT contracts.
- Direct sales solicitation through sales visits, telemarketing and direct mails.
- Meet with all influential clients and ensures that pre and post conference meeting adapted.
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- **Marketing:**
- View & Analysis Competitors Hotels.
- Marketing & Media plan & Budget.
- Branding according to corporate Identity (following up with our marketing agency company)
- Compile Company Database.
- Creating Marketing Program for Leisure segment.
- Creating Marketing Program for Corporate segment.
- Tariff Sheet for 2016
- Special Events Calendar.
- Newsletter – External Communication.
- Food & Beverage collateral.
- Prepared various Packages for rooms, F&B and MICE business.

Director of Sales & Marketing

Facilities:

Ramada Palace Hotel Facilities: 4* hotel, 85 spacious & luxury guest rooms and suites, offer a variety of luxurious amenities, 6 F&B outlets including 2 Bars & Night Club, SPA, 4 Meetings Rooms plus 600sqm of flexible Banquet Hall space that accommodate up to 600 guests.

Website: www.ramadapalacehotel.com

Reporting to: General Manager

Sales & Marketing Responsibilities:

Sales:

- High skills of Budgeting, Forecasting, Sales & Marketing Plans, business plans setups.
- Pre-opening Critical Bath Sales.
- Recruiting Sales Team.
- Generate, maintains, major accounts & assigned segments through sales activities.
- Ensure thorough & complete coverage of sales team for a comprehensive client servicing, achieving targets and maximum productivity.
- Set up all sales objectives, action plans and team's targets.
- Ensure that selling strategies are adhered to during negotiations and maximized up selling opportunities of sales team.
- Lead the sales team morning briefing.
- Involved in annual departmental budgets, forecasts, revenue meetings,
- Recruiting, directing, managing, training and counseling sales team.
- Set annual revenue targets sales people, ensuring that they are clear on
- Manages the completion of all REPs / FIT contracts.
- Direct sales solicitation through sales visits, telemarketing and direct mails.
- Meet with all influential clients and ensures that pre and post conference meeting adapted.

Marketing:

- View & Analysis Competitors Hotels.
- Marketing & Media plan & Budget.
- Branding according to corporate Identity (following up with our marketing agency company)
- Compile Company Database.
- Creating Marketing Program for Leisure segment.
- Creating Marketing Program for Corporate segment.
- External Signage and Bill Boards.
- Hotel SWOT report.
- Special Events Calendar.
- Newsletter – External Communication.
- Meetings & Conferences Brochures..
- Prepared various Packages for rooms, F&B and MICE business.

Director of Sales & Marketing

(Pre-opening member)

Facilities: 5* hotel, 166 spacious & luxury guest rooms and suites, offer a variety of luxurious amenities. A room on the executive floor offers an exclusive lounge, 8 outlets including a Japanese, Italian, Indian Restaurants, 2 Bars & Night Club, 2000 sqm SPA, 5 Meetings Rooms plus 800sqm of flexible Banquet Hall space, including a ballroom that accommodate up to 700 guests.

Website: www.rameegrandbahrain.com

Reporting to: General Manager**Sales & Marketing Responsibilities:****Sales:**

- High skills of Budgeting, Forecasting, Sales & Marketing Plans, business plans setups.
- Pre-opening Critical Bath Sales.
- Recruiting Sales Team.
- Creating Soft Opening Rate Structure.
- Generate, maintains, major accounts & assigned segments through sales activities.
- Ensure thorough & complete coverage of sales team for a comprehensive client servicing, achieving targets and maximum productivity.
- Set up all sales objectives, action plans and team's targets.
- Ensure that selling strategies are adhered to during negotiations and maximized up selling opportunities of sales team.
- Lead the sales team morning briefing.
- Involved in annual departmental budgets, forecasts, revenue meetings,
- Recruiting, directing, managing, training and counseling sales team.
- Set annual revenue targets sales people, ensuring that they are clear on
- Manages the completion of all REPs / FIT contracts.
- Direct sales solicitation through sales visits, telemarketing and direct mails.
- Meet with all influential clients and ensures that pre and post conference meeting adapted.

Marketing:

- View & Analysis Competitors Hotels. □
- Pre-opening Critical Bath Marketing. □
- Marketing & Media plan & Budget.
- Branding according to corporate Identity (following up with our marketing agency company) □
- Compile Company Database.
- Creating Marketing Program for Leisure segment. □
- Creating Marketing Program for Corporate segment. □
- Following up with technical company to set our IPTV. □
- External Signage and Bill Boards.
- Hotel SWOT report. □
- Tariff Sheet for 2013
- Special Events Calendar.
- Newsletter – External Communication. □
- Food & Beverage collateral.
- Meetings & Conferences Brochures..
- Prepared various Packages for rooms, F&B and MICE business.

Director of Sales& Marketing
(Executive Committee Member)

Facilities: 4* hotel, a unique mountain oasis at the top of historical Jebel Hafeet at the lofty height of 3,000 feet, Mercure Grand Hotel Jebel Hafeet features 124 rooms and suites offering ultimate comfort and tranquility in a verdant and spectacular setting.

Website: www.mercure.com

Reporting to: General Manager.

Note:

I joined Mercure Grand Hotel Jebel Hafeet as transferred from Mercure Al Khobar, KSA.

Sales & Marketing Responsibilities:

Sales:

- Marketing Strategy & Selling Plan for 2011.
- Rooms Rates Structure for 2011.
- Launched Local/regional Sales Blitz.
- Established presentations to government Offices.
- Worked closely with Tourism Board for Inbound Business.
- Monthly action plan to be implemented accordingly.
- Development mailing list of our database for all segments.
- Introduction and solicitation letter to all segments.
- Represent hotel at industry functions.
- Contact and call pattern.
- Long staying and regular guest recognition program.
- Weekly sales activity reports.
- Weekly plan reports.
- Monthly sales reports.
- Redistributing segments for all Sales Team.
- Monthly sales individually targets for each sales person.
- Training Plan for Sales Team.
- Regularly sales trips to all GCC to promote and selling the hotel.
- Determined Business Segmentation.

Marketing:

- View & Analysis Competitors Hotels.
- Compile Company Database.
- Created Sales & Marketing Plan and Budget.
- Creating Marketing Program for Leisure segment.
- Giveaways.
- External Signage and Bill Boards.
- Hotel SWOT report.
- Tariff Sheet for 2011.
- Special Events Calendar.
- Newsletter – External Communication.
- Food & Beverage collateral.
- Meeting Brochure.
- Prepared various Packages for rooms, F&B and MICE business.

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Mercure Al Khobar Hotel, Al KHobar, KSA November 2009 – November 2010

Director of Sales

(Executive Committee Member)

Facilities: 5* hotel, boasts 10 stories building with 159 rooms (including 40 suites) stands on Al Khobar corniche, overlooking the Gulf Sea, made up of 47 Standard rooms, 48 Superior rooms, 24 Executive rooms, 16 Junior suites, 4 Family Suites & 20 Executive suites. Have TV with satellite channels, A/C controls, direct dial telephone, dressing room, mini fridge and electronic key card system.

Website: www.mercure.com/7583

Reporting to: General Manager & Country Director of Sales & Marketing in the Head Office.

Note:

I joined Mercure Al Khobar Hotel on the pre opening period, 4 months prior to open as per the following details:

Sales & Marketing responsibilities:**Sales:**

- Established Marketing Strategy & Selling Plan.
- Meeting Success Database.
- Produce New Hotel Sales Manual.
- Established rooms Rates Structure.
- Promotional Sales Drives – Road shows for to promote the hotel.
- Launched Local/regional Sales Blitz.
- Established Specific Hard Hat Events.
- Worked with the IT for to establish hotel's Website.
- Established presentations to government Offices.
- Prepared pre-opening Marketing Plan.
- Worked closely with Tourism Board for Inbound Business.
- Established a monthly action plan to be implemented accordingly.
- Established and development mailing list of our data base for all segments.
- Established introduction and solicitation letter to all segments.
- Established and develop incentive programs for Travel Agents.
- Represent hotel at industry functions.
- Launched direct mail of contracts & agreements to local prospects and inbound TA/TO.
- Established contact and call pattern.
- Established long staying and regular guest recognition program.
- Prepare Hotel soft opens ceremonial.
- Provide invitation list for Grand Opening to PR.
- Prepare weekly sales activity reports.
- Prepare weekly plan reports.
- Prepare monthly sales reports.

Marketing:

- View & Analysis Competitors Hotels.
- Compile Company Database.
- Review Sales & Marketing pre Opening Budget.
- Determined Business Segmentation.
- Established Hotel property Code as per Company standard.
- Established Rooms types & Rates Codes as per company standard to Opera system.
- Established created Sales & Marketing Plan and Budget.

- Creating Marketing Program for Leisure segment.
- Giveaways.
- Established External Signage and Bill Boards.
- Established Pre-opening Stickers.
- Produce and display "Mock" Up Boards.
- Order pre-opening Stationary.
- Produce & Mail Pre Opening Teaser.
- Hotel SWOT report.
- Established Tariff Sheet.
- Established Special Events Calendar.
- Established Pre-opening Brochure and collateral.
- Established Newsletter – External Communication.
- Established Hotel Rack Brochure.
- Established Food & Beverage collateral.
- Established Meeting Brochure.
- Prepared various Packages for rooms, F&B and MICE business.

Sheraton Jeddah Hotel, Jeddah, KSA

December 2006 – October 2009

Senior Sales Manager

Facilities: 5* hotel, boasts 11 stories building, stands on Jeddah's fashionable north cornice, overlooking the Red Sea, made up of 50 Executive rooms, 18 Deluxe rooms, 8 Superior rooms, 45 Suites, 8 Luxurious apartments, 22 three bedrooms villas at Sahel Resort, 17 one bedroom chalets at Red Sea Resort, 34 villas at Sheraton Village Resort. All rooms have TV with satellite channels, A/C controls, direct dial telephone, dressing room, mini fridge and electronic key card system.

Website: www.sheraton.com/jeddah

Reporting to: Director of Sales & Marketing.

Sales & Marketing Responsibilities:

Sales:

- Ensures guest satisfaction during functions
- Regular follow-up on accounts production
- Adheres to the Hotel rules at all times
- Physical & Telephone follow-up with companies on offers forwarded in order to secure confirmation
- Formulation of offer letters.
- Handles incoming calls & ensure messages are taken & details are forwarded to the person concerned
- Within established parameters quotes and negotiates prices with the customer representatives.
- Organize communication meetings with Banquets, Group manager, event Manager with regards to finalize details of all major events.
- Handles all guest inquiries.
- Sales Trips out of Jeddah every 3 months to Eastern Province & Bahrain.

Achievements:

- Achieved over than my sales target for 2008 by 13.5 % by re-structuring the whole area of responsibility to the maximum benefit to the unit.

Mövenpick Al Nawras Resort - Jeddah, KSA**June2002 – Nov2006****Senior Sales Manager**

Facilities: 91 Luxurious accommodation choices made up of 56 one bedroom and 35 two bedrooms executive suites, each with its own swimming pool and garden facing the Red Sea.

Website: www.movenpick-nawars.com

Reporting to: Director of Sales & Marketing

Management Responsibilities:**Sales & Marketing Responsibilities:**

- In Charge & Handling the Sales & Marketing Department.
- conjunction with F&B programs built on market segment researches
- Maintain profiles on all active accounts & establish contacts with T/A's to ensure that travel trade is fully served in regards to appropriate rates, availability & other collateral materials
- Developing and implementing sales functional procedures and work instructions
- Identifying the actual market segments and developing it.
- Maintaining and development key accounts base - Opening new markets
- Sales and Market effort for banqueting, F&B outlets
- Represents the Resort in business trips to Dammam, Khobar and Riyadh.

Achievements:

- Increase number of sales/target by 20% by re-structuring the whole area of responsibility to the maximum benefit to the unit

Oberio Hotels - Jeddah, KSA**Feb 1993 - May 2002****Sales Manager**

Facilities: 5* hotel with 273 rooms & suites,

Reporting to: Director of Sales & Marketing

EDUCATION

- Technical Commercial & Computer Sciences Institute - Cairo, Egypt. 1987
- Secondary School of Hotel Management – Cairo, Egypt 1984

TRAINING COURSES ATTENDED

- **“Leadership Skills Programme”** at Mövenpick Al Nawras Resort, 17thFebruary 2004
- **“Junior Management Programme” Mövenpick Hotels & Resorts Corporate Mission Hospitality**, Mövenpick Resort Sharm El-Sheikh, 25thFebruary – 26thFebruary 2004

- **Craft Trainer Skills**, Mövenpick Hotel Cairo-Heliopolis, 23rd-25thMarch 2004
- **Management of the introduction of new employees:** Mövenpick Hotel Cairo-Heliopolis, 28thApril- 29thApril 2004
- **Delegation/Time Management**, Mövenpick Resort El Gouna, 16th-17thJune 2004
- **“TSA Sales Programme”** at Mövenpick Resort El Gouna as following details:
 - a. **Essential Selling Skills**, 05thJune-06thJune 2004
 - b. **Dissolving Resistance & Gaining Commitment**, 07thJune-08thJune 2004
 - c. **“Sales & Negotiations”** by ICTN "International Consulting &at Sunset Beach Resort, April 17, 18, 19, 20, 22&23, 2006.
- **PSS1 Training**, July 13th – 17th, 2008 “Le Meridien Dubai Hotel.
- **KAM to Cork Training**, November 10th – 13th, 2008 “Four Points Bur Dubai Hotel.

REFERENCES: Available upon request