



FAISAL HANIF HAKAM



Phone: 00971508572016



E mail: faisalhakam@yahoo.com



Address: Awqaf Bldg#269, Muhaisnah4 Dubai, UAE.



<https://www.linkedin.com/in/faisal-hakam-557a764b>

*Offering **over 18 years** of rich experience with track record of conceiving & implementing ideas in synergizing business, Sales, marketing and achieving goals towards brand building, augmenting profit and growing market share.*

Acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative concepts & strategies, with a growth-oriented organization in GCC countries preferably UAE.

Soft Skills



Career Summary

- Track record of directing profit centre operations for **increasing profitability** & achieving business objectives within budgeted parameters.
- Hands-on experience in exploring and developing new markets, identifying customers, brand promotion, new product launch, **accelerating growth** & achieving desired sales goals.
- Expertise in **business to business (B2B) sales / Retail Sales** with proficiency in breaking new avenues and conducting opportunity analysis by keeping well-informed of market trends and competitor moves.
- Leveraged skills in managing customs procedures possess insightful knowledge of Dubai Trade & E-Mirsal II
- P&L & Revenue Accelerator:** drove the sales & marketing operations for the organization, employed a pragmatic approach and catapulted the profits.
- A keen planner, strategist, and implementer with skills in devising and **implementing strategies** aimed at ensuring effectiveness of operations, realization of sales & business promotion targets.
- Superior **motivation and interpersonal skills**, capable of resolving multiple & complex business development, operational issues & thus motivating the team to peak performance.

Core Competencies

B2B & B2C Sales / Strategy Planning

Key Account Management / Channel Sales

Product Promotion / Whole Sale Management

Business Development / Target Market / Penetration

Revenue Generation / Profit & Loss Mgmt

Vendor Management / Contract Negotiation

Market Research & Analysis

Service Delivery / Logistics

Brand Management / Inventory Management

Career Timeline



Education & Credentials



- 2012** MBA (Finance) from United Business Institutes Europe, University of Belgium; scored 81%
- 2003** B.Com. from Mumbai University

Professional Experience

August 2022 till date.

DigiFortis FZE, Dubai UAE as Sales Manager – Hardwood Logs & Lumber.

Key Result Areas:

- To Develop new end-user hardwood customers in Ship-Building, Joinery, Furniture Mfg and Interiors Fit-out market.
- Handling Hardwood customers in Oman, Kuwait & Iraq offering container prices of various hardwood lumber & logs.
- To oversee market research and other applicable studies to assess market potential and identify potential business opportunities.
- To effectively market the Company, products and services.
- To Establish the company products as the best in class manufacturing company.
- Monitoring strategies while conceptualizing, planning and implementing processes to drive business volume growth.
- Adhering to all company policies, procedures and business ethics codes while ensuring that they are communicated and implemented; developing strong market knowledge of existing and potential clients and ensuring business growth opportunities are aligned to company's strategic plans.
- Providing in-depth analysis of markets, industry trends, competitors, and clients for improving strategic planning and decision making.

June 2020 to July 2022.

Caparol Paints LLC, Dubai UAE as Sales Manager – Commercial Distribution.

Key Result Areas:

- Objective to Create new, penetrate more and maintain Caparol Products / brand awareness.
- To Identify and create opportunities that will contribute towards the Team target.
- Leading, Guiding Team of 6 Outdoor Sales across UAE to achieve sales objective.
- Responsible for the development and implementation of tactical Sales Plan through extensive travel across UAE for promoting the sales of Caparol range of Stone, Decorative & Floor Coatings to Painters / Applicators / Retail / Contractors / Consultants and Interior decoration companies.
- Negotiating & coordinating Sales team for finalizing of project orders for management approvals and making sure sales is achieved.
- Handling Visiting of project sites for all paint solution related queries issues and new enquiries.
- Coordinating with the marketing, technical and R&D division for any new product related feedback to innovate or create as per market demand and requirement.
- Identifying new and lucrative markets in UAE for building materials; representing the organization at trade and business fairs; preparing, presenting, products to prospective customers
- Maximizing sales by designing and launching proactive campaigns, developing existing accounts, generating new business through leads follow-up, and customizing sales strategies to address client-specific needs and markets.
- Mapping requirements from the clients, FM companies, engineers of record and conveying the needs to specify the assigned portfolios in the projects.
- Assisting customers in making the best selection that fits their needs including techno-commercial support and resolve related queries.
- Guiding the Sales staffs with trails, samples, quotes, or administration support required for closing business queries.
- Clients – Applicator- Painting companies, End Users- Villa owners / Contracting Companies / Hotels- Facilities Management, Maintenance Companies & Dealers -Traders.
- Preparation of weekly and monthly reports for the management.

May2015 to June 2020

Danube Building Material FZCO., Dubai, United Arab Emirates as Sales Manager Key Accounts

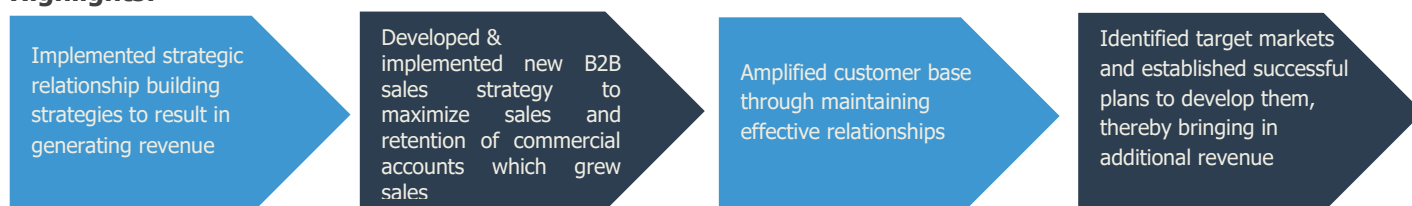
Key Result Areas:

- Monitoring strategies while conceptualizing, planning and implementing processes to drive business volume growth.
- Adhering to all company policies, procedures and business ethics codes while ensuring that they are communicated and implemented; developing strong market knowledge of existing and potential clients and ensuring business growth opportunities are aligned to company's strategic plans.
- Providing in-depth analysis of markets, industry trends, competitors, and clients for improving strategic planning and decision making.
- Building robust business relationships with the clients, consultant, Facilities management companies, ids & contractors to determine appropriate strategic B2B & B2C Retail sales approach.
- Steering day-to-day Retail activities of the facility to ensure efficient, cost-effective operations relating to sales, delivery, distribution, pricing, accounting, and customer service.
- Identifying new and lucrative markets in UAE for building materials; representing the organization at trade and business fairs; preparing, presenting, products to prospective customers
- Maximizing sales by designing and launching proactive campaigns, developing existing accounts, generating new business through leads follow-up, and customizing sales strategies to address client-specific needs and markets.
- Mapping requirements from the clients, FM companies, engineers of record and conveying the needs to specify the assigned portfolios in the projects.
- Assisting customers in making the best selection that fits their needs including techno-commercial support and resolve related queries.
- Guiding the Sales staffs with trails, samples, quotes, or administration support required for closing business queries.
- Supply percentage : Clients -End User / Contracting Companies / Facilities Management- 70% Dealers /Traders/Distributors 30%

Products Handled:

(FSC/PEFC (NAUF / E1 GRADE) Timber / Lumber, MDF, Plywood, Laminates, Flooring, Door Cores, Scaffoldings, Milano Sanitary products, Hardware & Tools –Consumables/ Water Heaters / Makita, Dewalt Tools etc)

Highlights:



Previous Experience

Nov'13 – Apr'15

Madar Emirates for Building Materials, Dubai Al Fozan Group as Business Development

Executive Products Handled: Steel Rebar, Structural Steel, Electrical Cables (FSC/PEFC (NAUF/ E1 GRADE) Timber/ Lumber, MDF, Plywood, Particle Board, Soft Board, Veneers, Laminates, Flooring, Door Cores, Solid Wooden Foam Work Beam– H20 Beam, LVL Panel, Scaffoldings, Sanitary, Hardware)

Key Result Areas:

- Developed effective working relationships with customers through regular meetings, identified and obtained further sales and business development opportunities in UAE region
- Provided in-depth analysis of markets, industry trends, competitors and clients to improve strategic planning and decision making.

Nov'11 - Sept'13

Panasia International FZCO - Olam International Ltd., Dubai as a Business Development Executive.

Key Result Areas:

- Conducted market research through industry contacts, publications, trade events and tracked business news to identify ideas for growth
- Scheduled appointments, prepared & delivered presentation to the client, researched their business and requirements
- Implemented aggressive sales plans and ensured sales quotas were met and exceeded while surpassing client expectations
- Led communication within the Shipping/Receiving area; scheduled & coordinated with both Domestic and International freight forwarder transactions.

Oct'06 - Oct'11

Swiss Watch Group FZCO, Dubai as Sales Executive

Key Result Areas:

- Managed the **entire operation** of shipment movements, imports & exports by air freight, land freight and sea freight and inventory in warehouse functions.
- Handled customs procedures; gained insightful knowledge of Dubai Trade & E-Mirsal II
- Developed a sales contact plan to include cold-calling, direct marketing, and attended industry events to build relationships with key prospects.

Mar'04 – Apr'06

City Guide Luxury Transport, Dubai as Operations Manager

Key Result Areas:

- Facilitated supply chain management into checking with the demands and meeting the same proactively as in dealing with tour agents across the Middle East and other regions and meeting their requirements
- Maintained good relationship with Hotels and other tourism sectors by setting up quarterly meetings and generated more business for the company
- Supervised transfers to and from Airport and Different Hotels in UAE and dispatching of cars in the city; controlled drivers and their movements in the city.

Personal Details

Date of Birth: 22nd July 1982

Languages Known: English & Hindi

Nationality: Indian

Marital Status: Married

Passport No.: V9095888

Visa Status: Residence Visa

Driving License: UAE International License No. 937901

No. of Dependents: 3