

NASER MALEK

Manama, Bahrain | +973 33701800 | naser.malek7@outlook.com

CAREER SUMMARY

Results-driven sales leader with over 15 years of experience in Telecom, ICT & IT sectors. Proven track record of driving organizational growth through strategic leadership and operational excellence. Spearheaded a dynamic enterprise sales team that achieved a 22% increase in annual net new revenue and reduced operational costs by 20%. Awarded "Employee of the Quarter" four times and "Employee of the Year" for exceptional performance. Recognized for leading successful initiatives, including a regional cloud contact center project, increasing customer satisfaction by 25% by onboarding a robust CRM system and securing high-value contracts worth half a million USD. Expertise in team building, key account management, and market penetration strategies.

SKILLS

- Strategic Planning
- Cost Reduction Strategies, PNL, EBIDTA
- Sales Operations Management
- Performance Metrics & KPI Tracking
- Cross-Functional Collaboration & Teamwork
- Leadership
- Business Development
- Sales Forecasting
- Contract Negotiation
- Management & C-Level Reporting with Charts & Graphs (MS Office)
- Revenue Growth Management
- Customer Relationship Management
- Problem Solving
- Market Analysis
- Communication & Presentation

EXPERIENCE

Head of Sales

January 2016 - Current

Kalaam Telecom Group | Manama, Bahrain

- Led a great team of 15+ sales professionals, driving sales & revenue growth, achieving major milestones & sales KPIs via a portfolio of 700+ customers and annual revenue of 2.2m USD.
- Managed budgets and forecasts, ensuring accurate sales projections and financial planning.
- Negotiated high-value contracts by building strong relationships, securing B2B Channel partnerships, contributing to a 25% increase in market share over last 6 years and increased active customer base by 34% within 2022 to 2024
- Facilitated customer service processes, resolving any issues that may impact client satisfaction or retention.
- Focused on Net Revenue Growth YoY, customer retention, and customer excellence by conducting market research and implemented market segmentation & sales force allocation strategies
- Successfully reduced churn ratio by 13% through customer retentions strategies & collaboration with marketing teams to create promotional materials that support sales initiatives.
- Increased GP & PNL across all product streams, such as telecom, managed solutions, ICT & system integration.
- Doubled the revenue in Managed Networks, Public & Private Cloud, Cybersecurity, SDWAN, PBX & Contact Center, Microsoft Products and other ICT (CCTV, GPON, Tracking Systems, ELV & Network Switches)
- Reported to C-Level, met tight deadlines on Business Planning Reporting, Revenue Forecasting reports and Sales Projections, using my exceptional skills on Excel, PowerPoint and CRM Systems.

Account Manager

January 2014 - December 2015

Amadeus IT Group

- Managed key accounts in Airline, Travel, and Hotel sectors
- Achieved revenue and subscription targets through strong client relationships
- Conducted regular account reviews to assess client needs and objectives.
- Was responsible to grow the ticketing segments of my portfolio of 72 customers across the eastern region in Saudi Arabia.

Sales Manager

October 2012 - December 2013

Air Home Travel

- Managed key relationships within the travel & tourism sector in Bahrain to boost sales.
- Lead a sales team focused on sophisticated selling tactics and strategic cross-selling by creating innovative strategies such as low fare travel advisories for specific destinations and creating marketing campaigns.
- Spearheaded the agency's foray into the retail sector, achieving marked sales increases through tailored low fare travel offerings.

Corporate Account Manager

May 2011 - September 2012

Lightspeed Communications | Orange Telecom

- Managed 15 Key & 35 Non-Key Accounts as a corporate sales manager.
- Negotiated contract terms and pricing with clients to close deals successfully.
- Awarded employee of the Quarter within my 2nd Quarter of joining.
- Acted as Corporate Sales Manager, demonstrating leadership, delegation, Trust & Responsibility.

Relationship Manager (Banking & Insurance)

December 2007 - April 2011

6Pence & Synergy Middle East | HSBC | BMI Bank

- Expertly achieved direct sales targets for a diverse range of banking products, including business loans, personal loans, credit cards, and auto finance
- Excelled in promoting Personal Loans and Status Accounts for Priority Banking, securing new business from prospective clients and deepening relationships with existing customers.

KEY ACCOMPLISHMENTS

- Employee of the Year
- Employee of the Quarter
- High-Value Contracts
- Customer Retention
- Revenue Growth
- Team Trainings & Promotions
- C-Level Reporting

EDUCATION

EMBA - Masters in Business Administration & Management VOU - Venkateshwara Open University	January 2018
Bachelor of Science in Business Informatics AMA International University	January 2012
Higher Secondary Education - Pre Engineering Private School - Ministry of Education, Bahrain	January 2006

PERSONAL INFORMATION

Bahraini National
GCC Experience

WEBSITE, PORTFOLIO AND PROFILES

<https://www.linkedin.com/in/nasermalek/>

LANGUAGE

English

Arabic

REFERENCES

available upon request