

# SARI ADEL AREF AL-NAMMARI



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## Summary

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Profile:	Male, Married
Nationality:	Jordanian
Current Location:	Bahrain
Last Position:	Head of Equipment Sales Department
Country:	Bahrain

## Work Experience

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| <b>Aug 2006 – Jul 2020</b>   | <b>Mohamed Abdulrahman Al-Bahar Co. W.L.L.</b><br>Head of Equipment Sales Department | <b>Bahrain</b> |
| <p>The company is the official Caterpillar dealer. Reporting to the General Manager of Bahrain Branch and Vice President - Equipment Sales in main office in Sharjah UAE.</p> <ul style="list-style-type: none"><li>• Equipment &amp; material handling sales manager including negotiating with customers to achieve best outcomes.</li><li>• Establishing the annual business plan and ensuring budgets are met or exceeded.</li><li>• Setting and developing strategies and objectives.</li><li>• Direct involvement with the brand's financing arm to provide financial incentives to customers.</li><li>• Monitoring and analysing market trends.</li><li>• Motivating the sales staff.</li></ul> |  |                |
| <b>Jan 2005 – Jul 2006</b>   | <b>MicroPaint</b><br>Brand Manager   | <b>Jordan</b>  |
| <p>The company are the dealers for Standox automotive paints. Reporting to the Managing Director.</p> <ul style="list-style-type: none"><li>• Full responsibility for the brand.</li><li>• Setting marketing strategies and market penetration objectives.</li><li>• Monitoring stock and ordering process.</li></ul>  |  |                |
| <b>Feb 2000 – Jul 2006</b>   | <b>Al-Mahmoudia Motors</b><br>Administrative Manager                                 | <b>Jordan</b>  |
| <p>The company are the dealers for Jaguar cars. Reporting to the General Manager and Managing Director. Started with the company upon acquiring the dealership and was responsible for several tasks to build the company from scratch.</p> <ul style="list-style-type: none"><li>• Responsible for hiring staff and handling strategic HR matters.</li><li>• Responsible for cars ordering / sales / parts including negotiating with suppliers.</li><li>• Responsible for the company's administration.</li></ul>  |  |                |

<b>May 1997 - Jul 1999</b>	<b>Horizon Clothing Manufacturing Co.</b> Deputy General Manager – Production	<b>Jordan</b>
	<p>The company is a garments factory manufacturing clothes for international customers for export. Reporting to the Managing Director.</p> <ul style="list-style-type: none"> <li>• Receiving and negotiating orders.</li> <li>• Setting production lines and increasing efficiency.</li> <li>• Recruiting suitable manpower.</li> <li>• Monitoring production and improving processes.</li> <li>• Monitoring quality.</li> <li>• Coordinating the export process.</li> </ul>	
<b>Sep 1992 - Apr 1997</b>	<b>Oasis Equipment Trading Co.</b> Partner and Managing Director	<b>Jordan</b>
	<p>The company is involved in the trade of heavy construction used equipment and spare parts. Reporting to the Board of Directors.</p> <ul style="list-style-type: none"> <li>• Responsible for the full overall performance.</li> <li>• Seeking suppliers, ordering parts and used equipment.</li> <li>• Responsible for marketing the company and its products.</li> <li>• Reviewing and analysing market trends and requirements.</li> <li>• Reviewing the financial position.</li> </ul>	
<b>Nov 1991 – Jan 1992</b>	<b>UNTSO Head Quarters</b> Claims Analyst	<b>Jerusalem</b>
	<p>The United Nations Truce Supervision Organization monitors the truce between the Arab Countries and Israel. Reporting to the Claims Officer.</p> <ul style="list-style-type: none"> <li>• Responsible for the preparation of insurance claims.</li> <li>• Following up claims with insurance companies.</li> <li>• Keeping record of all claims and their status.</li> </ul>	
<b>Jan 1984 - Aug 1991</b>	<b>Mohamed Abdulrahman AL-Bahar Co.</b> Special Sales Representative – Acting Sales Manager	<b>Kuwait</b>
	<p>The company are Caterpillar dealers. Reporting to the Branch Manager.</p> <ul style="list-style-type: none"> <li>• Responsible for all sales department activities.</li> <li>• Preparing the annual business plan and ensuring high performance.</li> <li>• Monitoring stock.</li> <li>• Preparing management reports to assist in decision-making.</li> </ul>	

## Education

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<b>Mar 1978 – Jun 1983</b>	<b>King Saud University</b> Bachelor of Sciences – Geology (B. Sc.)	<b>Riyadh, KSA</b>
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## Other Certificates

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<b>1980</b>	<b>La Salle Extension University</b> Diploma in Interior Decoration (Correspondence)	<b>Illinois, USA</b>
<b>1965 – 1977</b>	<b>De La Salle High School,</b> General Secondary Education Certificate - Scientific Stream	<b>Jerusalem</b>

## Skills

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- Interpersonal skills
  - Communication (verbal, written and listening)
  - Negotiation
  - Analytical
  - Time management
- Leadership skills
  - Teamwork
  - Motivating
  - Coaching
  - Delegating
- Proven sales skills
- Management and organisational skills
- Enthusiasm and personal drive
- Ability to handle pressure and meet deadlines
- Proficiency with Windows & Office Tools
  - Word
  - Excel
  - Power Point

## Languages

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Arabic:	Native
English:	Fluent
French:	Basic

## Courses and Seminars

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I have attended many training courses, seminars and conventions covering:

- Leadership
- Train the trainer
- General sales skills
- Product knowledge and other skills related Caterpillar earthmoving equipment, Jaguar cars and Standox automotive paints.