

Ibrahim Marmoush

Summary of Qualifications

MBA candidate and Miller Heiman Group Alumnus with wide experience in technology consulting, project management, sales, training, operation management, product representation and exhibiting. Driving growth of revenue and improving teams' performance.

Multilingual Arabic and English with a proven ability to deal with a broad range of nationalities. Confidently communicative, analytical and diplomatic, prepared to take on and master new and challenging responsibilities.

Substantial strategist with 20+ years of achievements and demonstrated success.

Professional Experience

Sales Director - Air Commerce, North Africa, Middle East and Afghanistan, EMEA **November 2017 - Present**

Sabre Corporation, Manama, Bahrain

- Contributed in negotiations for signing a \$58.6 Million distribution contract with Saudi Airlines. Including ancillary services.
- Negotiated and signed a service contract worth \$48.2 Million with EgyptAir.
- Conducted sales of Sabre's Airline products/services in EMEA region with focus on North Africa and Middle East Regions.
- Provided consultancy to airlines by understanding their strategy, business needs and objectives and matching those to Sabre's products and services.
- Developed and continuously updated the Account Plans for key airlines in the North Africa and Middle East regions.
- Monitored airlines and advised on the improvement of their sales via Sabre channel, providing solutions to maximize revenue, cut costs and improve efficiency.
- Acted as coordinator across different channels: marketing, agency sales and operations teams to drive the airlines' performance to most efficient state.
- Negotiated contract terms and contract renewals in regards of content distribution; optimizing commercial agreements and driving new commercial initiatives cross-selling and up-selling.
- Acted as a subject matter expert by internal and external parties, providing account management services to new clients during campaign planning and implementation.
- Project managed implementations for major carriers.

Senior Project Manager, PMO – Middle East August 2016 – October 2017
Sabre Travel Network Middle East, Manama, Bahrain

- Successfully managing the largest project for the Middle East region, varying from software solutions' implementations to large conversion projects, with budgets of \$1 million and over.
- Involved as a key contributor in creating and development of the PMO unit for the Middle East region.
- Developed workflow diagram for project managers involvement and handover documents to operational and functional departments.
- Introduced practical project management techniques such as Action Items Log along with Risk Management, Stakeholders Register and Change Register matching business specifics.
- Coordinated Weekly, Bi-Weekly/Monthly Reporting and communications on senior level from all stakeholders.
- Monitored and controlled projects' budgets and resources with challenges in functional environment.
- Managing vendors' relationship related to large projects including requirements gathering and scope management, and also procurement management.
- Successful handover to operation, support and training business units through project closure.
- Managed risk assessments and developed mitigation plans accordingly.
- Exceeded expectation in managing customer relationships by going out-of-scope in terms on customer service and troubleshooting within project limits.

Products and Solutions Manager – Middle East October 2011 – July 2016
Sabre Travel Network Middle East, Manama, Bahrain

- Managed the consultancy unit of the company in the region, making sure solutions are tailored according to each customer requirement.
- Defined and delivering of highly complex specific products or product lines based upon BU priority and roadmap for the Middle Region.
- Lead complex projects during definition, proposals, development, and delivery phases, including both technology and commercials.
- Headed the online business from both commercial and technical perspectives for the Middle East region.
- Provided subject matter expertise and functional support during all phases of the product life cycle from definition and delivery to market management.
- Provided stakeholders with product advice and demo support during pre-sales discussions.
- Prepared and performed detailed product demonstrations and product prototypes for prospects of large sizes.
- Coordinate delivery of functional requirements, user/training documentation.
- Assigned resources on multiple projects/initiatives across the company for a variety of internal/external customers.
- Demonstrated full requirements of the functional area, exercises judgment within defined practices to determine appropriate action.

Regional Product Sales Manager – Middle East, Turkey & Pakistan July 2009 – January 2011

Travelport International, Dubai, UAE

- Managed pre and post sales activities of value-add products and solution packages per customer segment and according to the set target.
- Conducted market researches by working closely with customers, suppliers and 3rd parties and by leading a team of Product Sales Managers in the region.
- Provided strategic analysis according to customer needs for each market jointly with Market Strategy and Pricing teams in support of overall product suits to justify Return on Investment (ROI).
- Developed and measured customer satisfaction and product adoption and differentiated as required by customer segment and product type.

Head of Customer Operations – Middle East (Acting Role) May 2009 – June 2009

Travelport International, Dubai, UAE

- Successfully managed day to day service & support within the region for Help Desks, Training, Technical Services and Provisioning.
- Conducted Strategic Audit to implement, maintain and evolve the strategy for the Middle East customer operations and provided management the strategic recommendations.
- Contributed in creating a Self Serve Portal for the Middle East markets to act as the point of contact between the company and its customers.
- Developed, coached and mentored customer services teams in the region leading to the delivery of high quality customer services.
- Consistently delivered customer support and call resolution, ensuring effective customer issues' prioritization and escalation within the customer operations department.
- Studied, negotiated and managed operational service level agreements in order to ensure full understanding by all key stakeholders especially when dealing with 3rd parties.
- Support customer installations, provisioning of hardware equipment, local data migrations, resolving installation and service issues ensuring customer down time is minimized.
- Redesigned customer operations department's structure to meet local markets standards and customer's requirements.

Regional Training Manager – Middle East September 2008 – April 2009

Travelport International, Dubai, UAE

- Built the training department from scratch including facilities, study manuals for all relative markets separately.
- Handled the set-budget for all training activities, compiled data and analyzed past and current year training requirements to prepare budgets and justify funds requested.
- Grew and expanded fee-based training opportunities as a step to optimize revenue for the company through virtual training sessions.
- Delegated duties and responsibilities among the team of trainers throughout the region in order to fill training gaps for all markets.

Training Manager – Middle East August 2005 – August 2008
Sabre Travel Network Middle East, Cairo, Egypt

- Account managed top customers as part of the job due to sales skills.
- Acted as Country Manager on many occasions during Country Manager's absence.
- Conducted technical training courses for customers and/or employees in the use of complex situations for multiple products.
- Provided consultation on conversion issues with new customers to make sure migration is handled in a smooth manner.
- Support trade shows, promotional events and customer demonstrations.
- Perform evaluation of recurring customer requirements in order to provide products that suits their needs.

Account Manager July 2003 – July 2005
WorldSpan, Cairo, Egypt

- Provided professional Account Management and on-site Support to high profile, high yield customers.
- Managed to sign contracts with key accounts' in accordance to individual target.
- Successfully retained and managed top ten accounts.
- Developed customer profitability, built and maintained relationships at all levels and ensured re-contracting of key clients are done on time.
- Created and implemented Annual Account Plan detailing development opportunities with the customers.

Account Executive January 2003 – June 2003
WorldSpan, Cairo, Egypt

- Participated in the installation of hardware and software for the accounts.
- Initiated recurrent product training to subscribers.
- Performed on-site visits to customers in accordance to call frequency goals and provided on-site training as part of the duties.
- Ensured that subscriber's bad debts are collected.
- Assisted customers in maximizing their system usage through consultation.
- Prepared weekly and monthly reports to be revised by the Country Manager and Area Director.

Senior Sales Executive May 1999 – December 2002
British Airways, Cairo, Egypt

- Actively participated in achieving yearly set revenue target to exceed GBP 1,550,000.
- Contributed to the overall selling effort ensuring quality net revenue GBP 1,195,000.
- Acted as a key user to the implementation of the AMADEUS System, and was one of the effective members of the team working on the cut-over procedure to ensure meeting the deadline, working live with the new system.
- Identified selling opportunities whether in tele-sales or sales shops duties and exploited them to increase BA revenue.
- Offered value-add products to enhance the selling effect and close the sale.

Training and Courses

- Project Management Fundamentals (April' 13) Bahrain.
- Research Methodology (MBA - University of Wales, UK).
- Managing the Human Resource (MBA - University of Wales, UK).
- Operations Management (MBA - University of Wales, UK).
- Financial Management (MBA - University of Wales, UK).
- Managing Change in Organizations (MBA - University of Wales, UK).
- Personal Skills Development (MBA - University of Wales, UK).
- Strategic Analysis (MBA - German University in Cairo).
- Strategic Management (MBA - German University in Cairo).
- International Marketing (MBA - German University in Cairo).
- Marketing Research (MBA - German University in Cairo).
- Strategic Marketing (MBA - German University in Cairo).
- Leadership Essentials (September' 2017) London.

Language Skills

Arabic: Fluent Spoken and Written

English: Fluent Spoken and Written

Education

Conceptual and Strategic Selling Certification

Miller Heiman Group

January 2019

Master of Business Administration (MBA)

University of Wales, UK

Specialization: Marketing / E-Commerce

December 2015

Microsoft Certified Systems Engineer (MCSE)

Microsoft Windows® 2000 platform and Microsoft server software

Cairo 2002

Bachelor's Degree in Business Administration

Ain Shams University - Faculty of Commerce, Egypt

Cairo 1998

Personal Details

Date & Place of Birth: July 19th, 1973. Cairo, Egypt.

Home Address: Villa 32, Atlanta Gardens 2, Janabiya, Bahrain.

Marital Status: Married

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