

Contact

00966540020032 (Mobile)
amir.harbi@gmail.com

www.linkedin.com/in/amirharby
(LinkedIn)
www.srmg.com/en (Company)
connectads.com/ (Company)
www.jabbar.com/ (Company)

Top Skills

Advertising
New Business Development
Market Planning

Certifications

Crisis Communication
Google Analytics Essential Training
Programmatic Advertising
Foundations
Database Marketing Foundations
Mergers & Acquisitions

Amir Harby

Digital Sales Director @Saudi Research and Media Group | AL-KHALEEJIAH Advertising & Public Relations Co. a subsidiary company.
Saudi Arabia

Summary

MBA - (PMP)®

Overall responsibility within the team to coordinate in the formulation of short and long term sales plan and to ensure that these are timely and properly implemented meeting time lines.

Extensive sales experience in Digital Media including Display, Performance and Mobile.

Proven ability to adapt to new & emerging markets.

Consistently exceeding commercial & personal targets.

Managing & motivating sales teams to reach and exceed goals.

Proven Track record includes:

Successfully established Five Arab web portals and manage a NW over 52 Websites.

Escalated overall revenue from zero to 8 digits figure (\$)

working closely with all levels of the agency and key accounts

Manage both Global and local partners .

Responsible for all sales activities, departments and personnel including the sales team and account / sales managers.

Provided leadership to the day-to-day operations of the sales department, while maintaining focus on the company's strategic goals.

Established performance goals for all sales department employees, and monitored performance on a continual basis.

Involved in the development of the strategic marketing plan with senior management.

Developed and/or maintained and improved business relations with all partners active on our project.

Targeted new customers and new sales opportunities, initiated action plan to approach and secure new business for the company.

Working closely with the advertising agencies and the media (MBU'S) for desired transformation of key account campaign or advertisement briefs into creative and reinforce brand integration in all the communication.

Specialties: Digital Sales, Digital Marketing Plans, Branding, Online Media, E-Commerce, Negotiation/Selling, Reporting and Social media.

I have a real passion and drive for everything related to Digital media. I've always enjoyed working with both agencies and clients to really dig deep into strategies and giving a consultative approach when developing strategy.

Experience

Saudi Research and Media Group | Al-KHALEEJIAH Advertising & Public Relations Co.

Digital Sales Director

March 2018 - Present (3 years 7 months)

Saudi Arabia

The Saudi Research & Media Group is one of integrated leading publishing groups in the Middle East.

(SRMG - A Global Media Company from the Middle East) www.srmg.com

The group also enjoys an outstanding position in the aspects of publishing, media advertising, distribution and printing and has wide presence and audience in the Kingdom. The group's main activities are centered in seven major countries. The group operates through a number of subsidiaries. Being distinguished for vertical integration of its companies, The Group is actively engaged in several key areas: publishing, media, digital advertising and distribution.

Al Khaleejiah's was established in 1990 by Saudi Research and Media Group (www.srmg.com) head office is based in Riyadh with offices in Jeddah, Dhahran, London, Paris , and Dubai. Furthermore, Al Khaleejiah has established a worldwide network of representatives.

In promoting the portfolio of Saudi Research and Publishing Company (www.srpc.com) publications , Al Khaleejiah constantly supports and publishes details of media research and distribution obtained by bona-fide independent companies.

Asharq Al Awsat - The Leading Arabic International Newspaper (<https://aawsat.com/>)

Al Eqtisadiyah - The Leading Businessmen Newspaper (<http://www.aleqt.com/>)

Argaam.com - The Arab world's leading financial news portal (<https://www.argaam.com/>)

Arriyadiyah - The Leading Sport Lovers Newspaper (<http://www.arriyadiyah.com/>)

Arab News - The Middle East's Leading English Newspaper (<http://www.arabnews.com/>)

Malayalam News - First Malayalam Daily Published Outside India.

Sayidaty (Arabic) - Number 1 Weekly & Females Magazine (<http://www.sayidaty.net/>)

Arrajol - The Leading Monthly Magazine for Executives (<http://www.arrajol.com/>)

Hia - Number 1 Monthly & Females Magazine (<http://www.hiamag.com/>)

Al Jamila - The Leading Beauty & Glamour Magazine (<http://www.aljamila.com/>)

<https://www.asharqbusiness.com/> and Asharq by Bloomberg TV

Connect Ads

Digital Senior Sales Manager.

December 2013 - February 2018 (4 years 3 months)

Connect Ads - The Middle East Launchpad for Digital Innovations.

www.otventures.com | www.connectads.com | www.a15.com

(Twitter, Skype, Outlook, MSN Arabia, BBM, LinkedIn, YAHOO Gemini, Alriyadh.com, Alweeam.com.sa, argaam.com, Ajel.sa & LINKonLINE network).

Masrawy.com | arabia.com | Yallakora.com | Mazika.com | Otlob.com | Yallabina.com | CareerMidEast.com

|El3ab.com | Barcaarabia.com | Shofha.com | Otlobmall.com | Fabreka.com | Mobawaba.com |

arabia.com | Jawhara.com....etc.

Connect Ads is the exclusive media agent for some of the region's most successful and popular portals, and the local launching pad for the biggest innovative international players. Connect Ads' network includes the exclusive representation of Twitter, MSN, Maswawy, Arabia, AlRiyadh...

Connect Ads has the insight into what it takes to create a successful creative online experience for brands, both through its network and its leading Performance Based Ads, and Social Media Teams. Connect Ads is also pioneering the mobile marketing revolution in MENA through a set of innovative products.

As a Digital Senior Manager I am responsible for growing new and existing accounts and managing the entire sales cycle from start to finish for delivery of customized digital business advertising solutions to direct clients, ensure consistent, profitable growth in sales revenues through positive planning, deployment and management of sales personnel. Identifies objectives, strategies and action plans to improve short- and long-term digital sales.

ikoo,Jabbar Internet Group

Head of Digital Sales

December 2012 - November 2013 (1 year)

www.jabbar.com | www.ikoo.com | www.souq.com | www.sukar.com |
www.cobone.com | www.tahadi.com | www.payfort.com | www.araby.com |
www.arabiaweather.com | www.designer-24.com

As a Digital Sales Head I am responsible for growing new and existing accounts and managing the entire sales cycle from start to finish for delivery of customized digital business advertising solutions to direct clients, ensure consistent, profitable growth in sales revenues through positive planning, deployment and management of sales personnel. Identifies objectives, strategies and action plans to improve short- and long-term digital sales.

- Develops and implement sales strategies designed to open new markets establish direct clients category leadership and rapidly expand the business.

- Building, managing and scale a revenue pipeline with advertisers, ad networks, and direct clients.
- Creates, aggressively pitch to close new business, and achieve \ “exceed” sales targets by using a strong solution-based sales approach.
- Develop marketing strategies for promoting IKOO products and services such as Ad Display, Video and Special Executions.
- Work with clients and production team to deliver campaigns that optimize results; emphasis on revenue maximization and client retention through effective inventory and campaign management.
- Arrange meetings with agencies and clients, provide expert knowledge of online product offerings, and deliver innovative solutions including customized products to meet advertiser needs.
- Provide budgetary forecasts and future projections to manage the costs and expenses effectively.
- Interact with the customers to gather business specifications and inform about the same to the creative department.
- Develop advertising campaigns to create brand recognition among the customers.
- Ensure that digital advertising projects are delivered according to client requirements within the deadlines

Danat eVentures | Danatev.com.

5 years 1 month

Regional Operations Sales Manager | E -Commerce.

November 2007 - November 2012 (5 years 1 month)

Dubai

Overall responsibility within the regional team to coordinate in the formulation of short and long term sales plan and to ensure that these are timely and properly implemented meeting time lines.

Responsible for all sales activities, departments and personnel including the sales team and account managers.

Provided leadership to the day-to-day E-commerce regional operations of the sales department, while maintaining focus on the company's strategic goals.

Platform UI design and maintenance, vendor relationships, supply chain and logistics management

Established performance goals for all e-commerce regional sales department employees, and monitored performance on a continual basis.

Building strategic and tactical changes to the website that drive business profitability by increasing visitors, improving conversion rates, capturing larger average order increasing average ticket size and managing margin performance.

Involved in the development of the strategic marketing plan with senior management.

Coordinated e-commerce sales operations with all other departments/divisions.

Developed and/or maintained and improved e-commerce business relations (B2B) with all regional dealers/dealer groups active on our project.

Brand development, web site UI and advertising revenue. Developed brand strategy and statistics systems.

Targeted new customers and new sales opportunities, initiated action plan to approach and secure new business for the company.

GCC Account Manager

November 2007 - June 2008 (8 months)

Overall responsibility within the team to coordinate in the formulation of short and long term sales plan and to ensure that these are timely and properly implemented meeting time lines,

Working closely with the advertising agency and the media (MBU'S) for desired transformation of key account campaign or advertisement briefs into creative and reinforce brand integration in all the communication.

In-charge of the following accounts:

- o Mawarid Finance – DXB www.mawarid.ae
- o ALRajhi Bank – KSA www.alrajhibank.com.sa
- o The Pearl – Qatar www.thepearlqatar.com
- o BIW – Bahrain investment wharf – Bahrain
- o Nabra tech – KSA www.nabratech.com
- o Hy Markets – DXB - www.hymarkets.com
- o Mashreq Bank – DXB - www.mashreqbank.com
- o Qatar National Bank- Qatar - www.qnb.com.qa
- o Ministry of Water and Electricity – KSA-
- o Etc.....

Managed the full media plan campaigns and marketing digital activities.

Sales Manager GCC

December 2007 - May 2008 (6 months)

Overall responsibility within the team to coordinate in the formulation of short and long term sales plan and to ensure that these are timely and properly implemented meeting time lines,

Preparing Weekly performance reports and sales analysis for Management.

Responsible for all sales activities, departments and personnel including the sales team and account managers.

Provided leadership to the day-to-day operations of the sales department, while maintaining focus on the company's strategic goals.

Established performance goals for all sales department employees, and monitored performance on a continual basis.

Involved in the development of the strategic marketing plan with senior management.

Coordinated sales operations with all other departments/divisions.

Developed and/or maintained and improved business relations with all dealers/ dealer groups active on our project.

Targeted new customers and new sales opportunities, initiated action plan to approach and secure new business for the company.

Working closely with the advertising agency and the media (MBU'S) for desired transformation of key account campaign or advertisement briefs into creative and reinforce brand integration in all the communication.

Managed the relationship and advertising sales for my clients.

Argaam Business info | argaam.com

Head of Business Development.

November 2007 - November 2012 (5 years 1 month)

UAE & KSA | www.danatdigital.com

As a Business Development I am responsible for growing new and existing accounts and managing the entire sales cycle from start to finish for delivery of customized business solutions to clients in Financial Services industry in Saudi Arabia and UAE .

Directly reporting to the CEO.

Responsibilities:

- Identifies and implements innovative business development and sales strategies to increase company profitability.
- Provides support to upper management in negotiations, contract development and other business development projects.
- Develops and validates viable business models for business partnerships and acquisitions.
- Works closely with internal departments, such as marketing and R&D , and external partners and allies in the development and implementation of strategies, plans, and business models.
- Creates financial forecasts for growth and profitability of future engagements and acquisition
- Ensure to remain fully knowledgeable with respect to the company products and business value offered by them.
- Ensure all proposals are created according to the highest standards and comply with corporate standards set within the organization.

- Regular maintenance and updating of account plans and opportunity plans.
- Understanding of prospect's business and product requirements and Work in conjunction with pre-sales team to provide "best solution".
- Write proposals and/or business cases based on business opportunities uncovered.
- Prepare and deliver presentations to prospects in a professional manner.

Al Ghurair Foods

Asst. Business Development Manager - Sales

March 2005 - December 2007 (2 years 10 months)

Working for the Business Development Department since March 2005 and directly reporting to the B.D. Director.

Countries handled Levant, GCC and North Africa.

Overall responsibility within the team to coordinate in the formulation of short and long term sales plan and to ensure that these are timely and properly implemented meeting time lines,

Preparing Weekly performance reports and sales analysis for Management.

Improving Export lifting's from Dubai to all service areas.

To improve freight costing per container to reflect more profit to the department

Vodafone

Sales Executive

December 2003 - January 2005 (1 year 2 months)

Responsible for General Account, Sales Analysis & Bank Transactions.

Responsible for Storage management, Target Supervision & Distribution operations

Monitoring Sales Agents (Achieving Target & distribution strategies)

Monthly purchasing, Sales & Marketing summary

Supervise the branch Customer Service Representatives & Call Center agents. (11 personnel)

Education

Mansoura University

BA, Faculty of Commerce, Economic · (1999 - 2003)