

**Nationality:** Saudi Arabian

**Gender:** Male

**Birthday:** July.16.1985

**Marital Status:** Married 2 Child

## *Yazeid Bayazeid*

Phone: +966 567099688

[Yazeidb@gmail.com](mailto:Yazeidb@gmail.com)



7093 Prince Faisal Bin Fahd Rd, Al-Shati Dist, Jeddah – 23511 • P.O Box 128463 Jeddah 21362 – KSA

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### Outline

Proactive and results-oriented individual with an astute knowledge of business development. Acquired a vast knowledge localized & regional across the KSA marketplace especially in terms of business trends. Commands a broad and unique set of sales skills throughout my career.

### EDUCATION

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#### **Johnson & Wales University**

Providence, Rhode Island U.S.A

Master of Business Administration, a Marketing concentration.

May 2012

#### **Johnson & Wales University**

Providence, Rhode Island U.S.A

Bachelor of Science, in Hotel and Lodging Management

February 2010

### ADMISSION

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Licensed member at the National Registry of Food Safety Professionals in U.S.A    April 2010

### EXPERIENCE

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#### **National Business Development Manager**

Jeddah, Saudi Arabia

Abbar Trading Company (FMCG Sector) – Food Service Division

September 2014 – Present

Directing the sales and account managers for increased product sales, new client services, solution processes, and training for product rollouts. Initiate project management on new client implementation and direct new sales initiatives.

- Lead the sales teams, operations and resources to deliver profitable growth.
- Exceed customer expectations and contribute to a high level of customer satisfaction
- Provide detailed and accurate sales forecasting.
- Monitor customer, market and competitor activity and provide feedback to company leadership team and other company functions.
- Work closely with sales team to establish successful channel and partner programs.
- Manage key customer relationships and participate in closing strategic opportunities.
- Conduct business activation and review with main strategic partners.
- Educate the sales team about the technical site of our products portfolio.
- Created and developed a new category for the organization.

**Regional Business Development & Activation Manager** Jeddah, Saudi Arabia  
Arabian Trading Supplies (FMCG Sector) – Food Service April 2013 – September 2014

Develop first in class Foodservice Operations, Aiming to deliver a full Solution & Services for all professionals, Utilize best in class Business & People Management practices in line with the company's values.

- Collaboratively works with Food Services Sales Manager, to develop an overall Food Services Key accounts plan in order to maximize opportunities and generates sales activity with Key customers in Food Services.
- Collaboratively works with R&D, Production, Quality, Packaging, logistics and initiatives planning to develop an overall solutions to potential customer (s) in the Food Services channels and drive sales revenues.
- Leads negotiations, coordinates complex decision-making process, discuss specifications with the customers and overcomes objections to capture new business opportunities.
- Supports Food Services marketing related events, seminars and exhibitions to increase brand and product awareness and presence in the Food Services local and export market.
- Grows and maintains existing customer and partner relationships in territory by utilizing question based selling methods to ascertain customers' needs in order to craft relevant solutions;
- Develops strong knowledge in market and customer needs and define products specs for each customer, document and coordinate with various functions.
- Leads Brand development and execution of annual marketing activation plans that drives achievement of business objectives.
- Lead tracking of business on a monthly basis to assess progress vs. plan and recommend adjustments as appropriate
- Prepare business review on Quarterly basis.

**Assistant Food & Beverage Manager** (Boston, MA U.S.A) – (Makkah, Saudi Arabia)

Fairmont Raffles Hotels International

April 2011 to April 2013

Responsible for the assistance provided to the Manager in the management of all aspects of the restaurants functions as a successful independent profit center. (2400+ Rooms, 5000+ Seats-Capacity)

- Analyze daily revenue and cost reports.
- Prepare a realistic annual budget.
- Analyze monthly P&L statements to ascertain that all costs are in line.
- Enforce all pre-check and check control procedures.
- Ensure that no reusable beverage is wasted.
- Monitor the quality and quantity of all food and beverage items served.
- Prepare and update job descriptions for all concerned personnel at least once a year.
- Ensure that all newly hired team members are properly screened, and that they receive the Hotel's orientation program, are instructed in all F&B service procedures, and are informed of the rules and regulations.
- Check all team members regularly for cleanliness, appearance, and that they take pride in their uniform and outlet team.
- Enforce courtesy and efficiency.
- Supervise all aspects relating to operations.

- Provide orientation for new recruits.
- Recommend promotions and special awards.
- Assist in conducting performance evaluation.
- Liaise with the Human Resource Department on disciplinary matters.

## **Training & Workshop**

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***Managing Time Wisely*** (FMCG) - Correct Time Management Practices; Personal and Organizational Perspectives; Habits, Intentions, and Styles; Personal Time Management.

***Interpersonal Communication*** (FMCG) - To understand what perception is, where it comes from and how to handle it., to be aware of the representative systems, to use NLP in selling to the three modes of customers.

***Fast Moving Consumer Goods Training*** (FMCG) – Business Development Review, MLC/Coaching.

***SMART Goals Training*** - The best practice framework for setting goals. (By Swiss Trainer)

***Complaint is a Gift Training*** - Using customer feedback as a strategic tool. (By Swiss Trainer)

***Customer Service Training*** (Hospitality) – Awarded by Radisson SAS Group

***Industrial Training*** (Hospitality) - Undergone Training in multiple departments of Front Office, Food & beverage, House Keeping, Sales & Food Production operations.

## **Skills**

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- Ability to work, cooperate and deal with all community members.
- Capability in assumption of responsibility in work.
- Able to work under pressure and finish works in their deadline perfectly.
- Able to lead others and myself to do tasks perfectly.
- Very good Negotiation & Communication Skills.

## **LANGUAGES**

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Arabic – Native Proficiency

English – Fluent Proficiency

## **Organization Membership**

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***Member at Hospitality Leadership Association***, Providence, Rhode Island U.S.A                      2010 – Present

As a member of the student arm of AH&LA attended a lot of Industry interaction with hotel professionals as well as made use of various opportunities through conferences, development sessions and community involvement.

Attended the American Hotel & Lodging Association Conference in New York City in 2010, 2011 and 2012 to gain a better understanding of the U.S. hotel market.