



Bassam Bahgat Kouz

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Objective :

Seeking a challenging role in Brand and Business development Manager (sales and marketing) with the experience and skills gained, I am able to meet its promises, and to contribute to the overall growth of the company.

Career Experience:

Rabya Co, Trading & Agriculture Co. Ltd. October 2012 – to June 2016 - Jeddah Saudi Arabia

Title : Business Development Manager - Jeddah KSA

In charge of marketing & sales for the following brands:

- Reviewing, analyzing and understanding business opportunities and implementing strategies accordingly
- Increasing sales and market share through building and maintaining strong relationships with clients
- Working with sales team:
 - Develop new products and services in line with market requirements.
 - Maintain, develop and grow sales and profit objectives with all Modern Trade & customers.
- Ensure stability of the business through regular monthly/quarterly joint meetings with clients and monitor account performance.
- Monitoring the sales on a weekly basis through a meeting that the gathering Modern Trade team and all support functions (marketing activities, Pre-sell, merchandising, Logistics & S Chain).
- Provide Top management with the market feedback thru a monthly/quarterly/midyear business review that includes a full analysis of the total category's performance.

AI - Redwan Medical Services Company - May 2010- To September 2012 (Jeddah –KSA)

Title : Product Manager - Jeddah KSA

- Successfully Launched "PharmaClinixs products" which is a UK new Cosmoceutical brand in cosmetics.
- Prepared and negotiated the annual business plan with top management (marketing plan, sales forecast, budget, channels of distribution and brand strategy. etc and executes action plan to monitor, evaluate & control to achieve the objectives and targets within time frame and budget.
- Negotiated deals with pharmacies, cosmetic clinics, centers and beauty salons (price, display, etc.)
- Allocated ATL+ BTL budgets to increase awareness and visibility for the brand.
- Conducted sampling and promotional campaigns and built a professional contact and communication with dermatologist clinics & centers, hospitals pharmacies and beauty salons.etc... across KSA. To generate sales.

International Perfume and Cosmetic Factory - May 2008 - To May 2010 (Jeddah –KSA)

Title : Brand Manager KSA - (Perfumes & Cosmetics)

- Successfully Launched “Ghanaty” which is a local new brand in the perfume & cosmetics category.
- Prepared and negotiated the annual business plan with top management (marketing plan, sales forecast, budget, channels of distribution and brand strategy.etc and executes action plan with monitor, evaluate & control to achieve the objectives and targets within time frame and budget.
- Negotiated deals with perfumes and cosmetics outlets (price, display, etc.)
- Hired and trained six sales executives covering the 3 major cities in Saudi Arabia.
- Allocated ATL+ BTL budgets to increase awareness and visibility for the brand.
- Conducted sampling and promotional campaigns in Malls, Bazaars, exhibition, universities and beauty saloons.etc... across KSA.

- Friesland Foods M.E – (Jeddah, KSA) -March 2006 – May 2008

Title: Communication Marketing Manager (Nutritional & Medical Detailing) - Dairy products (Rainbow milk)

- Planned and executed brand activities for “Rainbow Milk” with Ministries of Health and Nutrition Societies across the GCC countries
- Briefed advertising agencies on all BTL materials needed for distribution in hospitals, clinics Pharmacies and retail outlets.etc...
- Sponsored medical and nutritional seminars and conferences by the government or private sector level.
- Acquired exclusive right for Rainbow Infant Milk from GCC Ministries of Health to educate mothers on the nutritional benefits of Rainbow milk for new born babies.
- Implemented brand medical detailing program targeting pediatricians and nutritious to make sure the brand is prescribed to the target audience.
- Providing 5 hours credit to help pediatricians in the renewal of their medical license in MOH.
- Signed an official agreement with the UAE Minister of Health allowing us to broadcast infant milk ads on-air exclusively through Dubai Radio FM 93.9.
- Coordinating with Saudi Foods and Nutrition Societies to use their recommendation for brand activities.
- Developed & published brand editorial in Medical & Nutrition Journals, newsletters & websites.etc.

Unilever Arabia - (Jeddah, KSA) - Oct 1989 – Mar 2005.

Title: Oral Brand Communication &Dental Liaison Manager – GCC - (Personal Care products - Signal2 TP & TB)

I worked in a different assignment with experts leading marketers and brands as well as many enthusiastic marketing campaigns, and share of the launches of new products, and built relationships with media agencies and professional networks, and communications.

- Responsible for the development of Oral care products in KSA & GCC markets for (Signal2 TP& Toothbrushes), and an exclusive partnership with the Saudi Dental Society which allowed us to use the seal in the regulation of all advertising campaigns, packaging and promotions.... Etc.
- In Coordination with Ministry of Health and Ministry of Education across KSA & GCC countries, introducing Signal2 schools Program (Oral health awareness) to increase brand awareness and usage among 300,000 students annually.
- Established a close relationship with the dentists in the private sector to encourage them to recommend to their patients for the use of sensitive Signal2 TP.
- In collaboration with the Directorate of Health Affairs in Saudi Arabia, we are able to implement the Personal hygiene Awareness program, for rural areas, covering more than 50,000 households a year. (Life-buoy Soap ,Signal 2, OMO and SunSilk shampoo)
- Participated in national events and caring for a brand of Unilever to increase the image of the company across (GCC). Dubai & Jed Festivals...etc).
- Participated & involved in many social community activities corporate image. Handicap activities..etc.

Title: Sales & Marketing Supervisor – KSA

During 9 years of working with Al-Mana Medical Group, I executed new branches in KSA .Launched a new dental materials and equipments for international brands. Create sales plans, marketing campaigns and built a professional network working and communications with dentists in dental clinics & centers, hospitals & pharmacies. Etc... Generate awareness and sales.

Education

- Damascus University - Syria - Oral Health - Dental Hygienists ,, Sep 1977 – Dec 1979
- Belford University - Bachelor's Degree in Business Administration, 4 years graduation date Nov 09

OTHER CERTIFICATES

- Unilever Academy - Working with the best marketers and brand managers for over 15 years.
- Brand activation Unilever, Saudi Arabia
- Time management Unilever, Saudi Arabia
- The six thinking habits Unilever, Saudi Arabia
- Team Building Unilever Saudi Arabia
- Customer satisfaction skill.
- Presentation skills
- Negotiation skills
- Communication skills

TRAINING COURSES

- Ready to drink milk nutritional Workshop.
- Personal Effectiveness Skill
- Business Writing for Professional.

General Skills

- Self-motivated with team-work spirit.
- Fast learning and high sense of analytical thinking. /Excellent communication and organizational skills.
- Knowledge in presentation structure and delivery.

IT SKILLS

- Windows & Office tools -
- Non-web programming languages
- Operating systems, Networking & Hardware - E Basic

LANGUAGES:

- Arabic - Fluent speaking and writing
- English - Fluent speaking and writing

Personal profile:

- **Profile : Nationality** : Syrian - **Statues:** Married
- **Current Location:** Saudi Arabia –Jeddah
- **Salary expectation** : Negotiable
- **References:** Abdullah Al Thoubaty- Government Relation Manager-Unilever Arabia Mobile : 0504630534
Dr Bassam Darwish - Media consultant of Emirates Medical Association Mobile 00971508035630

Others:

- Valid Saudi Driving License.
- Valid Iqama of Saudi, Transferable.