



Aisha Bassam Alsadah

Professional Summary

Dynamic business development professional with a proven track record of driving growth and fostering strategic partnerships across various sectors. Expertise includes business marketing, sales, management, financial planning, and organizational development, all supported by a strong commitment to sustainable practices. Renowned for adaptability and a collaborative mindset, consistently cultivating enduring professional relationships while embracing new challenges and opportunities for advancement. Passionate about outdoor events, volunteering, and workshops, complemented by a solid foundation in public relations that enhances overall effectiveness. Personally interest in reading, art, and stock markets. Sports and horses.

EXPERIENC

Abdullah Hashim Industrial Gases & Equipment Co. Ltd.
(AHG) - Regional Sales.

Dammam, Saudi Arabia
08/2023 - Current

key activities and responsibilities performed in the daily sales operations:

- **Sales Transactions & Inquiry Management:** Responsible for managing daily sales tasks including handling customer inquiries and RFQs. Process and release purchase orders (POs)
- **Forecasting & Follow-Up:** Monitor and update collection forecasts and conduct consistent follow-up to ensure timely payments and order fulfillment.
- **Sales Team Support:** Provide operational and administrative support to the sales team, contributing to smoother workflow and improved productivity.
- **Fleet Operations Management:** Oversee fleet operations and ensure accurate and up-to-date maintenance of records.
- **Client Relationship Management:** Work closely with clients to understand their evolving needs, enhancing service delivery and improving overall performance and satisfaction.
- **Sales Potential & Customer Satisfaction:** Continuously strive to improve sales potential through better customer engagement and satisfaction strategies.
- **Order Processing & Logistics:** Process daily orders and manage shipping to align with operational goals. Coordinate

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Operational Competencies

Advanced multitasking
Public policy advocacy
Developing organizational frameworks
SAP Ariba expertise
Proficient in Microsoft Office Suite
Workforce optimization
Regulatory compliance
Data interpretation
Ongoing process enhancement
Workforce performance optimization
Team leadership

between distribution and logistics teams to ensure timely and accurate deliveries, while managing performance targets and incentives.

- **Business Development:** Identify and pursue new business opportunities, including successfully arranging a strategic deal between AHG and QatarEnergyLNG for the supply of industrial gases.
- Participated in regional sales meetings sharing best practices with other branches enabling exchange of ideas for collective growth.

National Adhesives Ltd. (Henkel) - Marketing Specialist

Dammam, Saudi Arabia

12/2019 - 2023

Developed and executed marketing strategies and campaigns to increase brand awareness and generate leads.

- Conducted market research and competitor analysis to identify trends, customer needs, and business opportunities.
- Managed digital marketing channels including email campaigns and website content.
- Created and managed marketing materials such as brochures, presentations and promotional content.
- Coordinated with sales and product teams to align marketing initiatives with company objectives.
- Tracked and analyzed campaign performance metrics using tools.
- Organized and participated in industry events, exhibitions, and product launches to promote brand visibility.
- Maintained and enhanced the company's online presence across all digital platforms.
- Managed marketing budgets and ensured cost-effective use of resources.
- Built and maintained relationships with vendors, agencies, and media outlets for campaign execution.
- Register the company with Saudi Aramco, Neom, Redsea, Roshan and Qiyddiah.

Baestec Constrictions Company - Business Development Manager

Khobar, Saudi Arabia

12/2015 - 12/2018

- Identified and pursued new business opportunities to drive revenue growth and market expansion.
- Developed and maintained strong relationships with key clients, partners, and stakeholders.
- Conducted market research and competitive analysis to identify trends and opportunities.
- Prepared and delivered compelling business proposals, presentations, and sales pitches to prospective clients.
- Collaborated with cross-functional teams (e.g., marketing, operations, finance) to align business strategies and support client acquisition.

EDUCATION

07/2025

International Business Training Association

Saudi Arabia

Associate of Science: Certified Marketing CPB

10/2024

Alliance Française De Paris

Associate's degree: France
Language and Literature
2 Months.

12/2018

British Embassy Institute LONDON, Brighton

Associate of Science: English
Business Language Course
6 Months

11/2015

Prince Muhammad Bin Fahd University

Saudi Arabia Dhahran, 04
Bachelor of Arts: Business
Administration and Management
Business Sector

- Negotiated contracts and pricing with clients to ensure mutually beneficial agreements.
- Monitored sales performance to track targets and conversion rates.
- Contributed to the strategic planning of growth initiatives in alignment with organizational goals.
- Represented the company at networking events, exhibitions, and industry conferences to increase brand visibility.
- Provided regular reports and insights to senior management on market developments, client feedback, and performance metrics.

Aramco - Recruitment & Onboarding Coordinator Internship

Dhahran

09/2014 - 12/2014

- Coordinated the full admission process for incoming candidates, including scheduling appointments, uploading necessary documents, and establishing contracts with healthcare providers for pre-employment medical examinations. Organized and managed electronic testing procedures for pre-joining candidates, ensuring effective communication and timely preparation of competency screening reports. Collaborated with relevant departments to align candidate placements with available vacancies.

Recreation Community Services, Advisor

01/2018

Advisor, Dhahran Recreation Division, Community Service

Department Oversaw all aspects of SDG activities, including organization, management of consultant contracts, financial analysis, and budget reviews. Led the planning and coordination of SDG events to ensure alignment with departmental objectives and community engagement goals.