

Mamdouh KAKAH

📍 Riyadh , KSA

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SUMMARY

Sales & Business Development Professional with **8+ years** of experience driving **revenue growth** across diverse sectors including EdTech, student services, and study abroad consulting. Skilled in **B2B** and **direct sales**, client engagement, and strategic relationship management. Proven track record in building trust, **closing high-value deals**, and establishing long-term partnerships with institutions, service providers, and clients across the **MENA region**. Adept at identifying opportunities, tailoring solutions to client needs, and leading sales initiatives that deliver **measurable results**.

EXPERIENCE

Business Development & sales Manager – Uniex App (EdTech Startup)

Jan 2023 – Present

- Secured **32+** school and **250+** university partnerships across **9 countries**, driving global expansion of study abroad services.
- Led and **closed the first fundraising round with angel investors** through effective pitching and negotiation.
- Built and managed **strategic alliances** with institutions, service providers, and investors to strengthen market position.
- **Represented the company** at major educational exhibitions and events, generating new business opportunities and increasing brand visibility.

Sales manager – M&A for Study Abroad

Saudi Arabia & Turkey | 2019 – 2023

- Advised **students and families** on study abroad options across multiple countries, tailoring solutions to their specific needs.
- Conducted consultations with both students and parents, **building trust** and securing admissions through effective communication and persuasion.
- Managed applications, visas, and scholarships, ensuring smooth client experiences and successful placements.
- Delivered school presentations and one-on-one sessions, boosting student engagement and conversion rates.
- Maintained **partnerships** with universities to expand opportunities and improve placement success.

Founder & General Manager – "FATİH YURT" International Student Housing

Karabük, Turkey | 2018 – 2022

- **Established and managed** student housing, achieving near full occupancy through effective sales and client relations.
- Negotiated rental agreements and built partnerships with vendors to enhance services.
- Oversaw budgeting, operations, and tenant satisfaction to ensure efficiency.
- Managed licensing, taxation, and compliance with **government authorities**.

EDUCATION

Bachelor's Degree in **Industrial Engineering** - Karabük University – Turkey
Graduated: December 2023

CERTIFICATIONS

- Advanced Sales Techniques & Customer-Centric Negotiation
- CRM Systems & Lead Pipeline Optimization
- Digital Marketing & Sales Enablement Strategies
- B2B Sales & Business Development in Emerging Markets
- Effective Communication & Stakeholder Engagement
- Fundamentals of Data-Driven Decision Making in Sales

SKILLS

- B2B & B2C Sales Strategies
- Prospecting, Cold Outreach & Lead Generation
- Client Needs Analysis & Solution Selling
- Proposal Drafting, Negotiation & Deal Closing
- Product Demos, Presentations & Consultative Selling
- CRM & Sales Pipeline Management (HubSpot, Salesforce – basic)
- Institutional & Educational Sales (Schools & Universities)
- Public Speaking & Stakeholder Engagement (Webinars, Events).

Additional Information

- From Syria **Born and raised in Saudi Arabia**, with deep knowledge of the local culture and business environment (lived abroad only during university years).
- Currently based in Riyadh, with **flexibility to relocate** for work outside Riyadh if required.
- **Valid transferable Iqama** (work permit) and Saudi driving license.
- **Strong understanding** of Saudi business etiquette and client expectations.
- Available to join **immediately**.

LANGUAGE

ARABIC: native — **ENGLISH:** professional — **TURKISH:** native.