



AHMED ALHENAWY

Address: Madinah - KSA

Phone: +966542596434

Email: ahhmedalex55@gmail.com

Linked in: https://www.linkedin.com/in/ahmed-alhenawy/?trk=opento_sprofile_topcard

Nationality: Egyptian

SUMMARY

Experienced Sales Manager with over 10 years of expertise in driving revenue growth and managing large-scale accounts, particularly in tourism and entertainment. Proven track record in strategic sales, client relationship management, and consistently exceeding targets. Skilled in team leadership, project management, and utilizing data insights to identify and maximize market opportunities.

WORK EXPERIENCE

Event s catering sales Manager

May 2024 – Present

National Company for Entertainment and Tourism Projects, KSA

- Developed and executed sales strategies that led to significant increases in annual revenue and expanded the company's market presence.
- Lead a team of sales professionals to consistently meet and exceed sales targets, enhancing performance and productivity.
- Established and fostered strategic partnerships with clients and organizations, strengthening the company's footprint in the entertainment and tourism sectors.
- Delivered tailored solutions based on client requirements, contributing to improved customer relations and stronger retention rates.
- Monitored market trends and sales data to identify growth opportunities and informed strategic decision-making.

Sales Manager

August 2018 – May 2024

Romance Alexandria Hotel, Alexandria, Egypt

- Maintain good relations and solicit daily room night production of groups and conference business from existing accounts to meet sales targets.
- Organize VIP arrivals, welcome them, and provide assistance during their stay as needed according to hotel standards to ensure guest satisfaction.
- Plan sales activities by identifying potential customers, organizing sales calls, and conducting sales blitzes to develop new business.
- Negotiate new contracts and renewals to achieve sales targets.
- Coordinate with Front Office, Banqueting, and Food & Beverage departments to fulfill specific guest requirements.
- Prepare a monthly sales activities report, including details on companies and tour & travel agents.
- Achieve monthly budget goals and new business targets.
- Maintain effective working relationships with all hotel departments, including Front Office, Food & Beverage, Accounting, and Reservations.
- Follow up with clients before, during, and after functions or stays to encourage repeat business.
- Handle complaints and pass them to the Director of Sales.
- Follow up on leads provided by Global Sales Offices.
- Research and present lost business reports at monthly sales meetings.
- Attend various trade shows and functions as required.
- Stay informed and analyze the competition from other designated hotels.
- Contribute to the overall market plan.
- Participate in training programs.
- Perform all duties in a timely and efficient manner in alignment with company policies and procedures to meet position objectives.
- Adhere to the Rules & Regulations in the Employee Handbook and the hotel's policies on Fire, Hygiene, Health & Safety.
- Report and rectify potential and real hazards immediately.
- Manage full hotel operations as Manager on Duty for two days each month.

Property Sales & Leasing Assistant Executive Manager**March 2017 – August 2018****VISION PROJECTS, Doha, State of Qatar**

- Contributed to the formulation of property leasing-strategies, achieving increased market share and revenue goals.
- Conducted market analysis to uncover growth opportunities and support strategic decision-making. Built robust relationships with clients, ensuring high levels of customer satisfaction.
- Negotiated lease and sale contracts, adhering to policies and legal standards.
- Coordinated marketing initiatives and participated in property exhibitions to attract prospective clients and enhance brand recognition.

Business Development Manager**December 2013 – May 2017****The Royal Group, Abu Dhabi, UAE**

- Prepared monthly operational reports for the General Manager.
- Managed service operations supporting the company's core business.
- December 2013 - May 2017
- Planned and optimized daily operations, utilizing both material and human resources effectively. Established goals and crafted strategic plans for business and revenue enhancement.
- Researched and executed targeted market initiatives, resulting in improved overall company performance.

Branch In-Charge**August 2007 – August 2012****Bost for Events, Abu Dhabi, UAE**

- Designed themes for various events, ensuring alignment with client expectations. Researched and coordinated with vendors for successful event execution.
- Identified and secured appropriate venues for events.
- Estimated costs and developed budgets for event implementation.
- Promoted events through diverse marketing channels, significantly increasing attendance and success rates.

Shift Manager**November 2005 – August 2007****Speed Integrated Services Company, Abu Dhabi Airport, UAE**

- Supervised daily operations within the airport services department, maintaining high service standards.
- Managed staff scheduling and resource allocation to enhance operational efficiency.
- Trained team members on company policies and procedures, fostering a customer-focused environment.
- Monitored performance metrics to identify improvement areas and implemented corrective actions. Addressed customer inquiries and complaints promptly, enhancing overall satisfaction and contributing to a positive company reputation.

EDUCATION

Bachelor's Degree in Tourism & Hotel Management

Higher Institute of Tourism & Hotels, Alexandria, Egypt

- Graduated: 2002

SKILLS

- Business Development and Sales Strategy.
- Negotiation and Contract Management.
- Relationship Management and Partnership Building.
- Strategic Planning and Market Analysis.
- Team Leadership and Coaching.
- Marketing and Presentation Skills.
- Customer Service and Client Satisfaction Management.

TECHNICAL SKILLS

- Microsoft Office.
- CRM (Customer Relationship Management).
- Research and Data Analysis.

LANGUAGES

- Arabic: Native.
- English:Good.