

Ossama Shawki Elkot

Dubai - UAE

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Management Executive

*Result-oriented management executive with a proven track record of accomplishments in directing and steering corporate sales strategy, reducing costs, enhancing operations, and continuously improving existing business processes. A versatile leader passionate about transformation and business development drives change through business and organizational alignment to rapidly achieve strategic objectives and business outcomes—demonstrated the customer-centric talent that thrives in matrix-driven environments. **Fluent in Arabic and English.** Proficient in MS Office, google suite, and most business software.*

Areas of Expertise

Business Strategy Alignment | Business Development | Global Sales Management | Sales Planning & Development | Sales Operations & Support | Channel Recruitment | Business Operations | Project Planning & Management | Operations Management | Executive Leadership | Process Enhancement | Partnership Management | User Experience Expert | Enterprise Account Management | Customer Success | Business Transformation | Smart Cities | Digital Transformation | Change Management | Organizational Development | P&L | Budgeting and Forecasting | eCommerce | SaaS | CRM | ERP | RPA | Team Management

Industry Experience

Government | MNC | Conglomerates | Financial | Retail | Technology | Transportation | Oil & Gas | Maritime | Satellite Services | Media | Properties | Education | Healthcare | Start-ups | Smart Cities

Professional Experience

Estaie Tech FZ LLC

CEO / Founder

Dubai, UAE

Feb 2024 – Present

- Introducing the world's first globally flexible stay OTA, dedicated to providing extended stays in all formats. Discover a new way to stay longer, anywhere.

Thirty Sleeps FZ LLC

CEO / Co-Founder

Dubai, UAE

Sep 2022 – Jan 2024

- A digital platform with a human touch, facilitating long-stay accommodation (30+ nights) for B2C, B2B and B2B2C guests, Solving a significant challenge for Hotels, Serviced Apartments & Airbnb management partners.

Key Responsibilities:

- **Strategic Leadership:** Setting the company's vision, mission, and strategic direction. Making critical strategic decisions to drive growth, profitability, and market expansion. Identifying and pursuing new business opportunities.
- **Team Management:** Building and leading a high-performing executive team. Providing guidance, support, and mentorship to team members. Fostering a positive and collaborative work environment.
- **Financial Management:** Overseeing financial operations, including budgeting, financial planning, and performance monitoring. Making financial decisions to ensure the company's financial health and sustainable growth.
- **Stakeholder Management:** Representing the company to stakeholders, including investors, partners, and the board of directors. Building and maintaining solid relationships with key stakeholders. Communicating the company's vision, strategy, and performance effectively.
- **Business Development:** Identifying and pursuing strategic partnerships, collaborations, and new market opportunities. Expanding the company's customer base and revenue streams. Negotiating and closing business deals.
- **Industry and Market Analysis:** Staying abreast of industry trends, market dynamics, and competitive landscape. Conducting market research and analysis to identify emerging opportunities and potential risks. Making data-driven decisions to stay ahead in the market.

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- **Risk Management:** Identifying and mitigating potential risks and challenges impacting the company's operations and objectives. Developing and implementing risk management strategies and contingency plans.
- **Corporate Governance and Compliance:** Ensuring the company operates by legal, regulatory, and ethical standards. Upholding corporate governance principles and practices. Overseeing compliance with applicable laws and regulations.
- **Branding and Reputation Management:** Building and enhancing the company's brand and reputation in the market. Developing and implementing effective marketing and communication strategies. Representing the company as a leader in the industry.
- **External Relations:** Representing the company in external events, conferences, and industry forums. Building and maintaining relationships with industry associations, government agencies, and other relevant organizations.
- **Fundraising:** Leading efforts to raise capital for the company's growth and expansion. This includes identifying potential investors, pitching the company's value proposition, negotiating funding terms, and securing investments to support the company's financial objectives.
- **Scaling Operations:** Developing and executing strategies to scale the company's operations effectively. This involves optimizing processes, implementing scalable systems and technologies, and ensuring the company can meet the growing demand while maintaining quality standards.

Sierra Healthcare LLC / Exact Diets DMCC (Exited)
COO / Co-Founder

Dubai, UAE
Oct 2020 – Sep 2022

- Sierra Healthcare is a state-of-the-art regional distribution company with branches in the USA, KSA, and recently UAE.
- Exact Diets is the first fully automated supply chain eCommerce in the MENA region specialized in Healthy Food with dedicated sections to sell Food for particular medical purposes, presenting 5 of the leading brands in medical nutrition food.

Key Responsibilities:

- Acted as the Head of Business for Sierra Healthcare and founded Exact Diets DMCC.
- Registered the two companies in Dubai mainland & DMCC (legalities).
- Initiated and secured the projects fund and assigned each region its budget.
- Carried the entire company budget of 4.8+ million AED per country.
- Reported directly to the board members and the CEO.
- Handled USA, KSA, and UAE regions strategies; with a deep focus on the UAE market (newest office).
- Set up the business plans, execution, ROI, and sustainable model for the first three years.
- Hired the UAE first line of Sierra and ED senior management.
- Managed the senior staff of 8 directors who handled their teams and partners.
- Trained and developed multiple team members into management and senior management roles.

Key Accomplishments:

- Signed with two of the nutrition food world leaders to supply the exclusive five brands. Furthermore, I pre-registered for other 12 brands in the first two years.
- Won the first and the largest tender (RFP) in the UAE for RAFED with expected revenue of 17 million AED yearly, and we were awarded a three-year contract as the primary supplier.
- Established five lines of sales business channels "Tendering business (GOV), key accounts (Hospitals), Channel Sales (resellers), SME (HORECA), and eCommerce.
- Handed the project with a 350% above the forecasted revenue and 23% sales conversion rate by the end of 2021.

Key Technicalities:

- Created the first-of-its-kind eCommerce Startup (fully automated supply chain) from production to the End-user, including automated Shipping, contracting, legal, finance, product registration, warehousing, sales, merchandise, payment gateways, and last-mile delivery.
- Built the entire ecosystem in Microsoft (Azure, Dynamics, Office365 & Power BI).
- Established two brand identities, backed up with professional studies, Personas, Service blueprint, User experience catalyst, brand guidelines, and online brand awareness in less than three months. Furthermore, we passed internal & external usability testing in UI/UX and development to achieve that.

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Concentrix Catalyst (Former Tigerspike)
Regional Business Development Director

Dubai, UAE
May 2018 – Oct 2020

Concentrix is one of the global leaders in customer experience services, CS consulting and design, Digital CX operations (BPM, Outsourcing, Gig services), and Digital CX technology company.

Key Accomplishments:

- Developed new business opportunities in the Middle East.
- Established and implemented short-term and long-term goals and strategies to capture market share.
- Expanded market share with value selling of smart services, increasing profit margins.
- Worked with multiple system integrators sellers, including Local telecom providers within our portfolio, to drive the business jointly.
- Secured several partnerships to ensure a complete offering to our significant clients. Like: Internationally with intel and locally with companies like MAP IT.
- Worked with the Global legal and regulatory on the compliance requirements assessment, analysis, and rationalization for portfolio integration in EMEA.
- Introduced a new methodology to shift minds and transform large-scale companies by adding the catalyst methodology to ignite any engagements and open opportunities for Tigerspike and partners to improve enterprises through technology continuously.
- Established a rich pipeline for sales that includes some of the largest KA in the region like ADDA, ADNOC, AKI, Ankabut, DAFZA, DHCA, DFM, DPR, DSOA, NYUAD, RTA, Souq Almal and ExxonMobil.
- Signed some significant government deals for the company, like twofour54, Riyadbank and DHA. Along with hands-on many other projects together with other team members.

Prospects DWC
CSO / Co-Founder

Aug 2017 – Aug 2020

Prospects is a consultancy firm created with my cofounder Sabri to manage four different startups' creation, scaling, and exiting.

Co-Founding Start-ups:

- A) StarsIn Limited (media) - Saudi project: this social media platform aims to revolutionize the concept of stars, their fans, and brand connectivity – Exited.
- B) Mobishop MENA (FMCG) - Russian project: is a cutting-edge technology ecosystem reforming the FMCG merchandise industry - Exited
- C) ZellV Middle East (healthcare) - Emirati project: offers revolutionary medical products with the most advanced cellular therapy formula in the MENA region.
- D) WES - Worldwide English Services MENA (e-learning) - US project: is an e-learning Start-up leveraging tech tools to provide corporate services to businesses and their employees.

Orange Business Services
Sr. Sales Manager– Middle East & Africa (MEA)

Dubai, UAE
Jan 2015 – Apr 2018

One of the most extensive Telecommunication & Business Services globally with 256 million customers worldwide / more than 156,000 Employees / No 53 in 2016 global brand ranking / exist in 220 countries / More than 3000 Multinational Enterprise Customers out of France and 600,000 Open Pro-customers in France. Orange has been a known brand since 1949.

Key Accomplishments:

- Client-centric executive with a proven track record of achieving and exceeding sales goals year by year.
- Worked on an enormous scale of enterprise projects like Siemens (the most extensive account worldwide managed by one service provider).
- Signed one of the largest smart cities deals in the Middle East and the first complete smart city project worldwide (confidential) with a value of more than \$18.9 M.
- After overachieving in my region, which started with 11 countries in the first half-year, Global Management decided to expand my territory to 48 countries, leading to overachieving in sales targets by 960% in the first year.

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- **Strategic planning:** Set own multi-year strategy of exceeding the Company's strategic goals and projected pipelines. And overachieved it.
- **Security & compliance:** Worked with the Global legal and regulatory on assessing, analyzing, and rationalizing the compliance requirements for EMEA portfolio integration.
- **Strategic advisor:** Rapidly became a trusted advisor to the CEO of OBS and EVP of sales.
- **Team leader:** Established a robust, customer focused and innovative model for the sales team including pipeline and risk mitigation.
- **Channel partner:** Worked with multiple system integrators sellers, including Local telecom providers within our portfolio, to drive the business jointly.
- **Cross sales:** identified cross selling opportunities across Orange family of businesses to provide a managed services solution to our customers. Supported the generation and closing of new revenue for our solutions and supported the securing of a three year \$14M contract with a leading financial institution.
- **Go-to-market strategy:** Supported the internal scenarios for service provider focused offerings working closely with BUs, enabling a rapid adoption by our sales and delivery organizations

DU (Emirates Integrated Telecommunication Company PJSC)
Global Account Manager – Commercial Sales (FORTUNE 500)

Abu Dhabi, UAE
Feb 2007 – Jan 2015

DU is the second Telecom provider in the country with unusual expectations from day one. Built from scratch in 2006, it won the best brand in the Middle East within one year and serves more than 50% of UAE customers.

Key Accomplishments:

- Managed a team of 8 Sales Executives (Roadshows) and 8 SME Officers.
- Overachievement record for nine years and awarded several times as a du top achiever and many other awards and certificates of excellence.
- Succeeded in the first six years to get over 49% of the Abu Dhabi market's share within all segments.
- Created lots of successful stories in du with own effort and creative thinking like MPR Roadshows, Merging sectors, Enormous Internet channels, and more.
- Accurately met my annual, quarterly, and monthly forecasts for the revenue streams.
- Gained a reputation for launching new projects, Verticals, and securing the exclusivity of the projects to du.

Additional professional experience includes **Account Manager Positions** for **Media companies** like Pan Media (Future Publishing UK) and Dubai Outdoor Media (Dom International) in my first 4 professional years.

Education and Certificates

- **Diploma in Business Management - 2014**
Harvard Business School, Dubai, UAE
- **Bachelor of Mechanical Engineering - 2003**
Mansoura University, Mansoura, Egypt
- Many additional Certificates, Diplomas, and professional credentials available upon request

References

Available upon request & for the recommendations it is available in my **LinkedIn:**

<https://www.linkedin.com/in/osamashawky/>

And for the list of my clients and partners, please review <http://osamashawky.com>