Hassan Abdullah Alhamaly

Business Development Executive | Senior Sales Executive | Sales Representative | Key Account Management

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SUMMARY

Results-driven Business Development and Sales Executive with nearly 8 years of experience in B2B and B2C sales, business development, consultative solution selling, and key account management across IoT, GPS tracking, ERP, hospitality, retail, and furniture industries. Proven ability to generate new business opportunities, manage strategic accounts, negotiate commercial agreements, conduct product demonstrations, and build long-term customer relationships. Skilled in CRM management, sales forecasting, pipeline development, territory management, and delivering technology solutions that improve operational efficiency and drive sustainable revenue growth.

CORE COMPETENCIES

Business Development · B2B Sales · B2C Sales · Key Account Management · Solution Selling · Consultative Sales · Lead Generation · CRM Management · Sales Forecasting · Territory Management · Contract Negotiation · Customer Relationship Management · ERP Solutions · IoT Solutions

EXPERIENCE

Independent Business Development Consultant – Odoo Partner Startup | Remote *April 2026 – Present*

Freelance Business Development (Concurrent)

- Identify and prospect new B2B clients, presenting tailored Odoo ERP solutions to address operational and business needs.
- Build a pipeline of qualified leads through direct outreach and relationship-building, working alongside a core Al Tatawwar sales role.
- Coordinate with the Odoo partner network to align proposed solutions with client requirements.
- Conduct discovery meetings to understand client business processes and operational challenges.
- Analyze customer requirements and recommend suitable Odoo ERP solutions.
- Deliver ERP presentations and online product demonstrations.
- Generate qualified leads through prospecting, networking, and business development activities.
- Coordinate with implementation teams during pre-sales and proposal preparation.
- Prepared commercial proposals and coordinated solution presentations for prospective ERP clients.

Al Tatawwar | Saudi Arabia *January 2026 – Present*

Sales Executive

- Generate new B2B and B2C sales for GPS tracking and fleet management solutions, consistently achieving or tracking closely to monthly revenue targets.
- Developed and managed strategic customer accounts through consultative selling, contributing to business growth and long-term customer retention.
- Build strong client relationships to support fleet monitoring and operational efficiency.
- Present tailored solutions for vehicle tracking, fuel monitoring, and route optimization.
- Manage leads and sales pipeline using CRM systems; negotiate and close deals to achieve revenue targets.
- Identify new business opportunities by analyzing market trends and customer needs.
- Sold integrated IoT solutions including AI Cameras, Dash Cameras, Asset Tracking, Temperature Monitoring, Hospital Tracking, School Bus Tracking, Municipality Monitoring Solutions, and ERP systems.
- Conducted on-site product demonstrations and proof-of-concept presentations for enterprise clients.
- Managed customer accounts throughout the entire sales cycle from prospecting to after-sales follow-up.
- Prepared daily sales forecasts, weekly activity reports, and maintained CRM data accuracy.
- Coordinated with technical teams to ensure successful implementation and customer satisfaction.
- Followed up on customer collections and maintained long-term business relationships.
- Covered Eastern Province including Dammam, Khobar, Jubail, Qatif, Ras Tanura and surrounding areas.

SAS Residence Hotel | Saudi Arabia *May 2025 – December 2025*

Sales Executive

- Drove increased room and event bookings through strategic B2B and B2C sales initiatives, competing directly against international hotel brands.
- Consistently ranked 1st or 2nd in occupancy among direct competitors in the region throughout the tenure.
- Built and maintained strong relationships with corporate clients and travel agencies.
- Utilized CRM systems and Opera PMS to manage client interactions efficiently.
- Negotiated high-value deals to maximize revenue and client satisfaction.
- Managed key corporate accounts through continuous relationship management and after-sales support.
- Analyzed market trends and sales performance to optimize business strategies.
- Managed corporate contracts with private companies and government entities.
- Promoted meeting rooms, conference facilities, long-stay accommodation, restaurant services, and corporate events.
- Conducted regular client visits to maintain relationships and identify new business opportunities.
- Worked closely with operations teams to ensure exceptional customer experience.

Radisson Blu Hotel, Dhahran | Saudi Arabia *April 2025 – May 2025*

Front Office Receptionist

- Assisted guests with check-ins and check-outs using the Opera system.
- Managed payments and financial transactions accurately and efficiently.
- Ensured smooth front-desk operations and resolved guest inquiries promptly.
- Maintained organized records and supported overall hotel administrative tasks.
- Delivered high-quality customer service in a fast-paced five-star hotel environment.
- Coordinated with housekeeping, reservations, and other departments to ensure seamless guest experiences.

Private Tutoring | Lebanon *2022 – 2024*

English Teacher for Children

- Provided English and academic support to elementary-level students.
- Adapted teaching methods to meet individual student needs and curriculum standards.
- Assisted in lesson planning and classroom activities to enhance learning outcomes.
- Monitored student progress and offered guidance to improve academic performance.

Khaled Matar Furniture & Abo Mohammed Second Hand | Lebanon *2021 – 2024*

Sales Agent & Furniture Restoration

- Promoted furniture products to clients and retail shops through social media campaigns.
- Repaired and refurbished used furniture to extend product lifecycle.
- Managed client inquiries and facilitated sales transactions effectively.
- Coordinated product displays and marketing strategies to boost customer engagement.

Jory Henley Furniture | New Zealand *2020 – 2021*

Sales Executive | Warehouse Supervisor

- Managed warehouse operations, inventory control, stock receiving, dispatch, and inventory accuracy.
- Generated retail and B2B furniture sales while building long-term customer relationships.
- Assisted customers in selecting suitable furniture solutions based on their requirements and budget.
- Coordinated deliveries, installation schedules, and after-sales customer support.
- Supervised daily warehouse activities to ensure efficient workflow and on-time order fulfillment.
- Worked closely with suppliers and logistics teams to maintain product availability and optimize stock levels.
- Supported store operations, merchandising, and customer service to maximize sales performance.
- Maintained accurate inventory records and ensured compliance with warehouse safety procedures.
- Contributed to branch growth by supporting both sales operations and warehouse management.

City Star Convenience Store, Auckland | New Zealand *2018 – 2021*

Store Manager & Cashier

- Managed daily store operations, including restocking and customer service.
- Assisted customers with inquiries and provided personalized support.

- Analyzed sales data to identify trends and improve inventory planning.
- Maintained organized stock and ensured timely product availability.

Yousef Al Abdullatif Car Dealership, Al Qatif | Saudi Arabia *2014–2015, 2016–2017, 2019–2020*
Sales Manager – Car Dealership

- Sold vehicles and managed client relationships during peak sales periods.
- Delivered personalized solutions to meet diverse customer requirements.
- Assisted clients throughout the purchasing process, ensuring satisfaction.
- Maintained accurate records of sales and customer interactions.

KEY ACHIEVEMENTS

- Successfully developed new B2B business opportunities across multiple industries.
- Built long-term relationships with strategic corporate accounts.
- Managed complete sales cycles from prospecting to contract signing and after-sales follow-up.
- Consistently exceeded customer expectations through consultative solution selling.
- Delivered customized business solutions that improved customer operational efficiency.

EDUCATION

Auckland University of Technology | New Zealand *2019 – 2023*
Bachelor's Degree in Health and Science (completed remotely from 2021)

University of Iowa | United States *2014 – 2015*
English School

CERTIFICATES & COURSES

- OSHA Safety Certification
- PMP Training
- Microsoft Office Applications

SKILLS

Hard Skills: Business Development · B2B Sales · B2C Sales · Solution Selling · Consultative Selling · Enterprise Sales · Key Account Management · Lead Generation · Prospecting · Sales Forecasting · Pipeline Management · Territory Management · Contract Negotiation · Product Demonstrations · Customer Relationship Management · Customer Retention · Cross-selling · Upselling · Fleet Management · IoT Solutions · Odoo ERP · Opera PMS · CRM · Microsoft Excel · Microsoft Outlook · Microsoft PowerPoint · Microsoft Teams

Soft Skills: Leadership · Negotiation · Relationship Building · Communication · Strategic Thinking · Problem Solving · Adaptability · Time Management · Emotional Intelligence · Team Collaboration

LANGUAGES

Arabic – Native | English – Fluent