

RICHARD YAACOUB

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Creating business growth for over 25 years in the Middle East through innovative sales, marketing and advertising strategies.

Areas of expertise:

Business Development • Organizational Management • Team Development & Management • Innovative Media • Media Planning and Buying • Marketing • Digital Marketing • Events Management

PROFESSIONAL EXPERIENCE

SILICON ADVERTISING GROUP, KSA • October 2015 – present

General Manager, Business Development

Manage the effective run of **all aspects of business operations**, increasing **income** and **value of business** solely and on limited resources.

- Implement a diversification strategy as part of the business development model to increase market share:
 - Develop engagement strategy with current and prospective clients and business partners.
 - Coordinate meetings and make necessary follow-ups.
 - Manage engagement and consultation and ensure input data is recorded and properly used.
- Manage the Core Funding development.
- Prepare and manage organizational budgets and expenses. Provide tracking reports to the President.
- Day-to-day management of all contracts and agreements, tracking and follow up leads and business deals.
- Managing all corporate advertising, media and events.

AL YAUM MEDIA HOUSE, KSA • 2011 – 2014

Western Region Sales Director

Responsible for the development and performance of **all sales activities** in assigned market including staffing and directing sales teams to achieve maximum profitability and growth in line with company vision and values.

- Developed a business plan and sales strategy for the market that successfully achieved company sales goals and increased profitability- **closing sales target of 37,000, 000 SR during the first year followed by 10 to 15% increase each following year.**
- Prepared action plans for individuals as well as teams for effective search and follow up on sales leads and prospects.
- Initiated and coordinated development of action plans to penetrate new markets.
- Managed the development and implementation of marketing plans as needed.
- Managed account executives on day-to-day bases ensuring all meet and exceed in prospecting calls, appointments, presentations, and proposals.
- Conducted regular coaching and counseling trainings to account executives building motivation and selling skills.
- Maintained good contact with all clients in the market area ensuring high levels of client satisfaction.

THE REZIDOR HOTEL GROUP “RADISSON BLU” • 2010 – 2011

Cluster Marketing Communications Director

Achieved strategic business objectives through the implementation of integrated marketing campaigns on time and within budget, and to a consistently high quality.

- Created strategies for **client retention** as well as **new business development** through the implementation of integrated marketing campaigns focusing on online and offline activities and using a range of marketing tactics including events, online, print activities, PR and communications.
- Developed, managed and motivated the communications team responsible for producing marketing communications collateral, product launches, internal events and exhibitions.
- Devised and implemented marketing timelines and budgets.
- Utilized market research to inform and influence campaign development, evaluated the work of the copywriters, designers and printers against the brief, ensure that all marketing communications, including on and offline, adhere to the data protection legislations.

PICASSO MEDIA GULF W.L.L, BAHRAIN • 2006 – 2010

Marketing Communications Director

Managed all day-to-day business and financial operations, acted as the authorized signatory of the company. Created business development strategies and implemented short and long-range organizational goals, objectives, policies, and operating procedures; monitored and evaluated operational effectiveness, and implemented changes required for improvement. Oversaw human resource management in relation to hiring, personnel performance, training, work allocation and problem resolution; motivated employees to achieve peak productivity and performance.

- Founding member of the company. Took charge of the business development and **grew customers' base by 150% in the first fiscal year.**
- Represented the organization at high level business meetings, exploring key partnerships, facilitated growth and increased profitability.
- Achieved **100% of return on capital investment** in the first fiscal year of operation.
- Introduced new media format unavailable previously on the market. Managed all media purchasing and selling/media planning (outdoor, indoor & ambient).
- Developed Web 2.0 media strategies that align with current market trends and respond to changes in consumers' behavior.
- Brought number of international acts, live concerts to the Kingdom of Bahrain, negotiating contracts and terms with artists.

POSTER MANAGEMENT LIMITED MIDDLE EAST (PML ME), BAHRAIN • 2002 – 2006

Irish Company Specializing in Outdoor Media, Advertising and Media Booking Business Development Manager

Solely directed all company activities in Bahrain related to the business development, operations, finance and human resources. Acted on behalf of the main office in Ireland representing the company in the Middle East. Established the company presence and created opportunities for business growth in the area of out-of-the-home media and advertising in Bahrain.

- Secured **690,000 USD (260,000 BHD)** by negotiating **8 new client retainer contracts in the first year as general manager.**
- Created and developed campaign management and monitoring portal for clients which directly impacted client's satisfaction leading to **7 new contracts.**
- Expanded the media offerings to include out-of-the box channels previously unavailable on the market.

FORTUNE PROMO-SEVEN, BAHRAIN • 2000-2002

Client Service Manager

Supervised account executives, identified leads and prospective new clients. Prepared strategies for up-selling and cross-selling to existing clients. Communicated with agencies, clients, regional directors, operations, and traffic. Liaised with contractors, design, print and production suppliers to ensure clients' corporate image and messaging are consistent and correct to corporate standards. Managed a range of clients. Developed and implemented marketing communication strategies, reported on achievements and campaign response.

- Established new quality control monitoring tool that improved the quality of production.
- Introduced monthly newsletter that was very well received by clients as a tool to improve communication and customers' satisfaction.

Client Service executive • 1999-2000

Managed the accounts of the company's **top 10 clients** with total turnover of more than **1 million USD (400,000 BHD).** Provided campaign reporting to clients, created proposals and presentations. Ensured timely and accurate campaign launch, delivery, and invoicing. Acted as a primary communication link to delivery.

NATIONAL PAPER PRODUCTS COMPANY (NAPCO), KSA • 1995-1999

Middle Eastern Company Specializing in Paper Manufacturing – Disposables Sales Supervisor

Managed various clients' accounts in Saudi Arabia's Eastern Province area, responsible for business development of existing and new products. Directed the building successful long-term relationships through strong client alliance.

- Successfully closed sales target of **420, 000 SR** in selling paper products during the first year followed by **20 to 30% increase each following year.**
- Created new market in two cities in Eastern Province (remote areas).
- Appointed export sales supervisor, all GCC countries, for a new product – coated paper – achieved sales of **1,400,000 SR, well above the set target.**
- Promoted to sales executive leading a team of two sales representatives in 1992.
- Crowned 'Best Sales for the year' 1991.

EDUCATION

LEBANESE AMERICAN INSTITUTE – Byblos, Lebanon

Bachelor of Science, 1987-1988

Major: Computer Sciences I Minor: English I Graduated with high honors

LEBANESE UNIVERSITY (MINISTRY OF EDUCATION) – Beirut, Lebanon

Bachelor of Science, 1984-1986

Major: Mathematics I Minor: English I Graduated with high honors

COLLEGE DES FRÈRES –Tripoli, Lebanon

Secondary certificate – general, 1974-1983

REFERENCES (Available on request)

AVAILABLE FOR RELOCATION