

Mahmoud Alabbasi

PhD, ACII, CIP

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CHIEF EXECUTIVE OFFICER

I am Mahmoud Alabbasi serves, as Chief Executive Officer of Dar Maiar Insurance Broker and, in partnership with the Board, is responsible for the success of Dar Maiar Insurance Broker.

The Board delegates responsibility for me to manage day-to-day operations and to have the authority to carry out these responsibilities, in accordance with the direction and policies established by the Board. I provide direction and enabling to the Board as it carries out its governance functions.

I dedicate a high-performing marketing professional, offering extensive experience in delivering profitable solutions and cultivating proactive partnerships with new and existing clients while increasing revenue and corporate profitability. I have remarkable skills in identifying and closing new business, expanding existing business and winning customer loyalty. Mastery over sales techniques, strategies for building a strong client base and systems that foster customer satisfaction.

I have expertise in leading cross-functional teams to collaborate as a focused unit, achieving aggressive business goals and driving the evolution of concepts into productive business strategies. Proven history of supporting and enhancing the breadth and delivery of products and services. Skilled in identification of products and services to optimise new business revenue generation via multiple sales channels. Cited for extensive insurance management knowledge and strong negotiation capabilities.

I am highly qualified with a PhD in Global Marketing obtained from Lydon University, USA as well as being credited with several certifications and training within the insurance domain. Outstanding in monitoring and analysing the competitive environment and marketing trends to develop proactive, tactical sales and marketing plans to defend and enhance market position.

CORE COMPETENCIES

- Marketing Strategy
- Performance Management
- Marketing Communication
- Market Research
- Budget Allocation and Control
- Advertising and Competitive Intelligence
- Key Account Management
- Global Strategic Alliances
- High-stake Negotiation
- Key Partnership Development
- Tactical Market Planning
- Channel Development
- Multi- Level Sales Growth
- Sales Training and Team Leadership
- Region and Territory Expansion
- Vendor Relations
- Board of Management Liaison
- Visionary Leadership
- Budget/Sales Forecasting
- Organizational Restructuring
- Risk Management
- Public and Media Relations

KEY SKILLS

Strategic Planning

Creating and executing effective strategies for sales and launch of insurance products. Handling executive stewardship with demonstrated success in strategic business planning and forecasting, high-growth strategy implementation and budget control. Skilled in identification and implementation of brand building best practices, while recommending strategies that defend and grow brand equity.

Sales and Marketing

Proven ability to monitor all aspects of B2B services from new business development to ongoing client service responsibilities. Single-handedly managing key accounts and targeted customers. Track record of successfully meeting annual and monthly targets while engaging with business lines, sales and country teams to proactively develop campaigns for specific products and propositions as well as to win big deals.

Financial and Operational Management

Adept in preparing and submitting the group's monthly financial results and budget and quarterly rolling forecasts in compliance with reporting requirements. Playing a significant role in long-term strategic planning and operational excellence. Expert in developing long-range forecasts and organisational strategies and policies while maintaining long-term financial plans.

Domain Expertise

Distinguished as a professional manager who combines a solid, successful insurance sales record with thorough knowledge of insurance products. Product portfolios include life and non-life providing accident, long-term care and health coverage.

Technology Integrations

Skilled in understanding and integrating technology with business requirements. Pioneered a special information system for insurance product marketing plan analysis, sales follow-up and performance evaluation of sales delegates in line with the company objectives and activities.

Client Relationship Management

Deft in handling regular interaction with high profile and HNI clients while setting and managing client expectations. Pivotal in establishing an excellent rapport and developing ongoing business relationships with customers.

People Management

Working with key business decision makers, selecting country managers and others to build and manage a small-integrated network of professionals equipped to execute the plan. Responsible for direct supervision and leadership of marketing team staff members, proactively promoting and supporting employee development initiatives, cross-functional collaboration and teamwork.

Training and Development

Certified trainer with exceptional ability to identify training needs of individuals and departments, and successfully bringing in changes by implementing competency development programs. Expertise in providing strategic direction to employees and implementing groundbreaking strategies for continuous improvement and organisational success.

Interpersonal and Communication Skills

Excellent communicator and top negotiator, with an ability to work under pressure in fast-paced, time-sensitive environments. Proven ability to interact effectively with people of diverse nationalities; comfortable working in a multicultural setting.

Information Systems Development

Advise the life cycle of Information System Development in the field on Insurance Agent/Broker. Strongly influence the development, use, and application of information technology in the organizations.

Languages

Fluent in English and Arabic

KEY ACHIEVEMENTS ACROSS CAREER SPAN

- Commenced career as an insurance sales representative and successfully made career advancement as the company's director of marketing function.
- Acquired professional certifications in insurance, marketing, and personnel management and training while working.
- Developed an effective competitive marketing strategy and devised best practice solutions to counter obstacles faced by sales representatives, facilitating increased market share.
- Single-handedly led 13 branches, facilitating the achievement of individual targets, directly affecting the bottom-line and top-line growth of the company.

CAREER HISTORY

Chief Executive Officer

2013 – Now

Dar Maiar Insurance Broker Company, Central Region, Saudi Arabia

- Lead, in conjunction with the Board, the development of the Company's strategy.
- Lead and oversee the implementation of the Company's long and short-term plans in accordance with its strategy.
- Ensure the Company is appropriately organized and staffed and to have the authority to hire and terminate staff as necessary to enable it to achieve the approved strategy.
- Ensure that expenditures of the Company are within the authorized annual budget of the Company.
- Assess the principal risks of the Company and to ensure that these risks are being monitored and managed.
- Ensure internal controls and management information systems are in place.
- Ensure that the Company has appropriate systems to enable it to conduct its activities both lawfully and ethically.
- Ensure that the Company maintains high standards of corporate citizenship and social responsibility wherever it does business.
- Act as a liaison between management and the Board.
- Communicate effectively with shareholders, employees, Government authorities, other stakeholders and the public.
- Keep abreast of all material undertakings and activities of the Company and all material external factors affecting the Company and
- Ensure that processes and systems are in place to ensure that the CEO and management of the Company are adequately informed.
- Ensure that the Directors are properly informed and that sufficient information provided to the Board to enable the Directors to form appropriate judgments.
- Ensure the integrity of all public disclosure by the Company.
- Concert with the Chairman, to develop Board agendas and special meetings.

- Concert with the Chairman, to determine the date, time and location of the annual meeting of shareholders and to develop the agenda for the meeting.
- Abide by specific internally established control systems and authorities, to lead by personal example and encourage all employees to conduct their activities in accordance with all applicable laws and the Company's standards and policies, including its environmental, safety and health policies.
- Manage and share consultation in development of Insurance Broker Information System that will manage all the operations in the company.

Chief Marketing Manager

2007 – 2012

Topa Insurance agency Company, Eastern Region, Saudi Arabia

- Successfully reengineered the marketing and sales department.
- Recruiting, mentoring and training marketing professionals ensuring high performance standards.
- Formulating and implementing innovative sales plans and strategies.
- Striving towards improving performance of lower revenue-generating products.
- Responsible for new sales channels and marketing strategies development.
- Maintaining a follow-up on sales activities and premiums collected through weekly meetings.
- Share consultation in building Agent Information System.
- Encouraging and motivating employees by presenting awards and incentive rewards.
- Developing a team-based work environment, establishing performance expectations and conducting regular performance evaluations of the employees.

Marketing and Sales Executive and Supervisor

1999 –2006

Tawuniya Insurance Company, Eastern Region, Saudi Arabia

- Responsible for customer acquisition and premium collection.
- Created and built a strong business-minded team to assist in growing the business.
- Implemented effective measures to increase sales performance within the assigned region.
- Ensured the development and implementation of strategic products to create a lasting impression on the customer.

EDUCATIONAL QUALIFICATIONS

PhD/Doctorate of International Marketing, Lydon University, USA 2010 – 2013

Master of Business Administration, Gulf University, Bahrain 2009 – 2012

Master of Human Resource Management, Lydon University, USA 2006 – 2008

Bachelor of Commerce in Accounting, Tanta University, Egypt 1995 – 1999

PROFESSIONAL CREDETENTIALS

Certifications, Awards and Diploma Courses

- Advanced Insurance Diploma ACII, Chartered Insurance Institute, UK
- Life and Health Insurance Diploma, LOMA
- Insurance Management Diploma, Bahrain Institute for Banking and Finance (BIBF)
- Professional Insurance Certificate (PIC), Bahrain Institute for Banking and Finance (BIBF)
- Certificate in Insurance (QCF), Chartered Insurance Institute, United Kingdom
- Award in Financial Planning, Chartered Insurance Institute, United Kingdom
- Certified Human Development Trainer, Gulf Board for Human Development
- Senior Specialist in Graphology, International Academy of Handwriting Analysis
- Award in General Insurance, Bahrain Institute for Banking and Finance

Training

- Underwriting Management Program, Bahrain Institute for Banking and Finance
- Insurance Marketing Program, Bahrain Institute for Banking and Finance
- Risk Management Program, Bahrain Institute for Banking and Finance
- Islamic Insurance (Takaful) Program, Bahrain Institute for Banking and Finance
- Quantitative Methods in Insurance Program, Bahrain Institute for Banking and Finance

PROFESSIONAL AFFILIATIONS

- Saudi Scientific Society for Training and Human Resource Development, 2010
- Saudi Society for Educational and Psychological Sciences (GESTEN), 2009
- Gulf Board for Human Development, 2008
- International Academy of Handwriting Analysis, 2008
- Bahrain Institute for Banking and Finance, 2007
- Chartered Insurance Institute, United Kingdom, 2007

PERSONAL INFORMATION

- **Date of Birth:** 19th Jun 1975
- **Nationality:** Egyptian
- **Marital Status:** Married
- **Driving Licence:** Saudi and Egyptian