



Zeinalabdein Hassan Mohammed Ahmed

Senior Account Manager

About me:

Mobile: +966-551-331-985

Email: alzien2010@hotmail.com

Location: Riyadh, Saudi Arabia

Nationality: Sudanese

Summary:

Results-driven Senior Account Manager with over 9 years of proven experience in sales, key account management, and client relationship development within the telecom, technology, and cybersecurity sectors. Expert in delivering tailored STC business solutions, managing high-value accounts across government and enterprise segments, and consistently exceeding sales targets. Possesses a large client portfolio built through years of trusted engagement, along with extensive knowledge of the Saudi market, its requirements, and evolving business trends. Skilled in identifying client needs, preparing RFPs, and presenting impactful proposals. Known for a consultative sales approach, persuasive communication, and the ability to drive growth through strategic partnerships and market insight. Adaptable, ambitious, and effective in fast-paced and high-pressure environments.

Education:

Master of Business Administration (MBA)
with a Postgraduate Diploma

University of Science and Technology, Sudan |
2015

**Bachelor's Degree in Business Administration
(Accounting)**

University of Science and Technology, Sudan |
2012

Work Experience:

Senior Account Manager | Resilience Company - Cyber Security | Saudi Arabia | Jan 2025 - Present

- Leading strategic key account management for large and medium-sized companies, government agencies, and organizations across the region, delivering tailored cybersecurity services and solutions that align with their digital resilience goals.
- Identifying vulnerabilities and threats in clients' existing IT infrastructure, working closely with internal security teams to recommend proactive and customized cyber defense strategies.
- Assisting in writing RFPs and shaping scope documentation by deeply understanding client requirements and aligning them with appropriate cyber security offerings.
- Building and nurturing long-term relationships with key clients, ensuring a high level of trust and partnership, while also preparing and submitting comprehensive technical and financial proposals for required services.
- Maintaining continuous communication with stakeholders to update them on new cyber security developments, service enhancements, and threat intelligence updates, helping them stay ahead of potential risks.
- Collaborating across technical and operational teams to deliver integrated, client-focused cyber protection plans that boost satisfaction and renewal rates.
- Monitoring industry trends and competitive activity to enhance go-to-market strategies for cyber security services within the Middle East and Africa.
- Driving revenue growth through strategic account planning, cross-selling, and ensuring full alignment with business continuity frameworks and emerging client challenges.

Senior Key Account Manager | Network Code Information Technology Company (NCC) / STC Business Partner | KSA | Jan 2023 - Dec 2024

- Provided Saudi Telecom Company (STC) business services to large and medium-sized corporate clients, delivering customized communication and ICT solutions that aligned with each client's specific needs and preferences.
- Worked as a trusted sales advisor, maintaining continuous engagement with clients to understand their evolving business challenges and recommending optimal service enhancements.
- Acted as a strategic point of contact for key clients, offering solutions across areas such as network security, infrastructure upgrades, and digital transformation initiatives.
- Understood market requirements by actively tracking industry trends, gathering customer feedback, and adjusting service presentations accordingly to stay competitive and relevant.

Professional Skills:

- Strong interpersonal skills
- Persuasive client handling
- Active listening ability
- Quick learner
- Ambitious and proactive
- Team management expertise
- Work pressure resilience
- Process improvement mindset
- Effective communication
- Internet technology skills
- AI tools proficiency
- Diverse client network
- Solution-oriented thinking
- Strategic relationship building
- Cross-industry experience
- Sales target achievement
- B2b and b2c selling
- Lead generation skills
- Negotiation and closing
- Crm software familiarity
- Customer retention strategies

Certifications:

- Comp TIA Security + (SYO-701) - 2025
- Electronic Accounting Diploma - 2015
- Sales & Marketing Diploma - 2014
- English Communication Diploma - 2013

Work Experience:

- Built and strengthened strategic relationships with key stakeholders, unlocking new opportunities, expanding the client base, and driving deeper engagement across multiple sectors.
- Played a vital role in shaping proposals and assisting in RFP submissions, ensuring all technical and financial aspects addressed client objectives effectively.
- Oversaw coordination between cross-functional teams including sales support, technical, and delivery, ensuring successful implementation and service continuity. Consistently achieved monthly, quarterly, and annual targets, contributing to the company's overall growth and revenue performance.
- Delivered service updates and product advancements regularly, helping clients maintain a proactive and informed approach to their telecom and IT infrastructure needs.

Senior Account Manager | Saudi Domain Company (NTC), Saudi Telecom Partner STC | Riyadh, KSA | Dec 2020 - Dec 2022

- Delivered STC business services and advanced telecom solutions to enterprise and commercial clients, ensuring alignment with each organization's operational demands and long-term objectives.
- Built and nurtured strong, long-lasting partnerships with key accounts, focusing on trust, transparency, and continuous value creation across different sectors.
- Understood individual client environments and challenges, offering tailored solutions and consultative guidance to address technical gaps and business inefficiencies.
- Maintained regular engagement with stakeholders to identify pressing issues, propose improvements, and resolve concerns with timely, effective solutions.
- Collaborated with internal technical and service teams to ensure smooth implementation, service customization, and post-delivery support.
- Consistently met and exceeded performance goals set by leadership, including monthly revenue targets, retention benchmarks, and account growth KPIs.
- Represented the company in professional settings, presenting services and capabilities in a manner tailored to each client's strategic vision.
- Supported business development efforts by mapping client potential, anticipating future needs, and positioning STC as the preferred service partner.

Senior Account Manager | (NOMD) Holding Partner STC | Riyadh, KSA | 2016 - 2020

- Delivered STC business services and tailored telecom solutions to a diverse portfolio of clients, aligning offerings with each organization's structure, goals, and digital transformation plans.
- Developed deep insight into client operations and pain points, enabling the delivery of customized recommendations and practical solutions that supported efficiency and growth.
- Built and maintained strong, results-driven client relationships, ensuring high retention rates and ongoing client satisfaction through consistent engagement and value delivery.

Trainings:

- Training in Marketing & Sales Department | Arab Sudanese Vegetables Oil Co. Ltd. | Feb 2012 - Feb 2013
- Training in Finance Methods and Challenges | Society Studies Center & Sudanese Center for Democracy and Development | 2011

Other Information:

- Marital Status – Married
- Nationality – Sudanese
- Date of Birth: 1990
- Iqama Status: Transferable

Languages:

- English – Proficient
- Arabic - Native

Reference:

- Can be furnished on request

Work Experience:

- Acted as a trusted point of contact and advisor, providing strategic input to help clients overcome operational challenges and enhance their ICT capabilities.
- Collaborated across internal teams to design, deploy, and support service implementations, ensuring timely delivery and a smooth client experience.
- Represented the company in client meetings and solution presentations, ensuring professionalism and a clear understanding of each client's evolving business needs. Consistently met or exceeded sales targets and KPIs, contributing to business unit growth and client portfolio expansion in a competitive market landscape.

Salesman |Saudi French Bank, Personal and Mortgage Finance Department | Riyadh, KSA | Oct 2015 - Jul 2016

- Assisted clients in obtaining personal and mortgage financing solutions, ensuring alignment with their financial capabilities and long-term goals.
- Presented appropriate loan options and repayment structures, offering clear financial calculations and guiding clients through the application process.
- Conducted initial eligibility assessments, gathered required documentation, and liaised with internal credit teams to facilitate approvals.
- Educated customers on available products, terms, and rates, tailoring offers based on individual client profiles and borrowing capacity.
- Built strong rapport with potential borrowers, enhancing customer satisfaction and contributing to increased loan conversions.
- Maintained detailed records of interactions and loan progress, ensuring transparency and compliance with internal banking policies.
- Achieved assigned sales goals within the department by combining product knowledge with a customer-centric approach.

Key Achievements:

- Achieved 120% of annual sales targets for three consecutive years through effective client engagement and solution selling.
- Increased client portfolio by 35% within 18 months by acquiring new accounts across diverse industries.
- Boosted customer retention rate to over 90% by providing consistent support and customized service offerings.
- Improved proposal win rate by 40% through active involvement in RFP preparation and strategic pitch development.
- Reduced client issue escalations by 50% by implementing proactive follow-ups and solution-focused consultations.
- Enhanced customer satisfaction scores by 25% through on-time delivery and cross-functional collaboration.
- Strengthened upselling and cross-selling success rate by 30% through tailored solution alignment.
- Improved team performance by 20% by mentoring junior account managers and promoting best practices.
- Shortened client onboarding cycle by 15% through streamlined communication and efficient documentation support.
- Contributed to a 30% increase in lead conversion rate through targeted outreach and relationship management.