

## Contact

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## Top Skills

Sales and Marketing

Bare Metal Server Hosting Powered  
By Automation

IT Sales

## Certifications

Sales: Customer Success

Sales: Practical Techniques

Selling into Industries:  
Telecommunications

Sales Forecasting

Excel for Sales Professionals

# Mohamed Al Buraiki

Senior Key Account Manager

Masqaţ, Oman

## Summary

At InterTech LLC, my focus is on cultivating robust client relationships and driving business growth through strategic account management. With a talent for aligning client objectives with tailored services, my approach to relationship management and sales execution has contributed to significant account expansions.

Leveraging skills in negotiation and customer success, I excel at navigating the technology and services landscape to meet diverse client needs. My expertise in solution selling, paired with a commitment to excellence, ensures that key accounts not only remain satisfied but thrive under my stewardship.

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## Experience

InterTech LLC

Senior Key Account Manager

May 2023 - Present (1 year 3 months)

Muscat, Masqaţ, Oman

- **Relationship Management:** Building and nurturing strong relationships with key clients, acting as the primary point of contact for their needs and inquiries.
- **Account Development:** Identifying opportunities to expand and grow the business with existing key accounts. This may involve upselling additional products or services, introducing new offerings, or finding ways to increase the value provided to the client.
- **Strategic Planning:** Collaborating with clients to understand their goals, challenges, and priorities. Developing strategic account plans that align with their objectives and outlining specific sales targets and action plans to achieve them.
- **Sales Execution:** Driving the sales process by identifying new opportunities, conducting product presentations, negotiating contracts, and closing deals.

Working closely with internal teams, such as marketing and customer support, to ensure smooth implementation and delivery of products or services.

- Customer Service: Ensuring excellent customer satisfaction by promptly addressing any concerns or issues raised by key accounts. Acting as an advocate for the client within the organization to ensure their needs are met.
- Market Analysis: Monitoring industry trends, competitive landscape, and market conditions to identify potential risks and opportunities for the key accounts. Providing insights and recommendations to clients based on market intelligence.

### Massilotech L.L.C

#### Key Account Manager

July 2022 - May 2023 (11 months)

Muscat, Masqaţ, Oman

- Responsible for managing and developing relationships with important, high-value customers.
- Identifying new business opportunities, ensuring customer satisfaction, and coordinating with other departments within the organization to meet the needs of the key account.
- Developing and implementing strategies to increase sales and revenue.
- Understanding the key account's business objectives and aligning the organization's products and services to meet those objectives.

### GBM

#### Account Manager (Telco and Oil and Gas)

September 2013 - May 2022 (8 years 9 months)

- Building and maintaining relationships with clients and Manage end to end sales and account management process.
- Conducting business reviews to ensure clients are satisfied with GBM's products and services.
- Establish strong, trust-based relationships with clients and other teams within GBM.
- Drive customer loyalty and retention through excellence in customer service and support.

- Identify and understand customer need, proactively provide solutions to avoid issues and accelerate clients' ability to achieve results.
- Letting customers know about other products the GBM offers.
- Work collaboratively with other departments, specifically with LOBs to coordinate client interactions and resolutions to their needs
- Communicate effectively with our clients to resolve issues without escalation and insure client expectations are being met.
- Attending meetings with clients to build relationships.
- Achieving client relationship targets.
- Project management in term of implementation, sign off and booking.

Medical Training Center in affiliated with the American Heart Association (AHA)

Marketing Manager

February 2009 - April 2012 (3 years 3 months)

Sultanate of Oman

Initiated the whole devision, creating tangible and reliable client database and paperless Echo friendly system.

As well as developing several effective marketing schemes which boosted our client database by an average of 30% per year in my duration of work with a team of 5 full time employees and many part time interns

Which developed from 450/600 clients (2009 & 2010) to 2400+ in three years time (2010 until 2013) with very limited resources. Our records showed 75% return clients. And proudly scoring 95% satisfaction rate overall.

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## Education

Gulf College Oman

Bachelor of Science (Bsc without honours) · (2014)

University of Lodz

Associate's degree, SCHOOL OF POLISH FOR FOREIGN STUDENTS · (2003 - 2004)