



YOSRA AROUS



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GENERAL SKILLS

Core Competencies & Training :

- SAGE (CRM, Accounting)
- Microsoft Dynamics CRM,
- Microsoft Office Suite
- SaaS sales
- Data & Analytics
- Negotiation
- Leadership
- Train the trainer (Sales/Siemens)
- Corporate Sales Fundamentals
- Communication relationnelle efficace (DISC)

Online LinkedIn Learning Path:

- Digital transformation
- Communication Skills and Interpersonal influence

LANGUAGES

Arabic: Native

French: Full professional Proficiency

English: Professional Working Proficiency

German: Elementary Proficiency

INTEREST

Fashion design and garment making, brisk walking

SALES & OPERATIONS MANAGER

(+11 YEARS)

Hands on Sales Manager, with 12 years of experience in driving global strategy, **business development** and **consultative selling** in **IT Sector** (Hardware, Software, SaaS).

Skilled at **orchestrating the entire business cycle** from **lead generation** to contract negotiation and **closing**.

Coming with the ability to help the organization develop **strategic long-term vision** with a strong interest in providing the highest standards of customer service.

WORK EXPERIENCE



2021-PRESENT

CEO

- Setting the vision of the company and defining the overall strategy from launch to scale
- Developing the business plan with constant evaluation of the financial structure, capital strategy and strategic objectives
- Building strategic partnerships and relationships with stakeholders and key partners
- Elaborating **the sales and marketing strategy**



Smart Umbrella

2020-2021

MARKETING & SALES MANAGER

Overhauling the entire **marketing and sales strategy** (Positioning, **Unique value proposition**, promotional and collateral materials, website...)



2016-2019

OPERATIONS MANAGER

Designed, planned, directed and improved the overall activities (**Sales, presales**, project management, procurement, monitoring and service delivery) leading to delivering Projects with high added value while ensuring the company is performing to its best potential.

- Built customer **acquisition** and **retention** strategy that generated a **sustainable monthly revenue during 4 years** (Annual Growth rate: **154%, 94%, 121%, 11%**)
- Liaised with **strategic partners** (HP, PaperCut) to position the company among the well entrenched competitors in the printing activity (**the first HP MPS partner in Africa and the exclusive one in Tunisia**)
- Participated in fairs, industry events and Organized clients Workshops, quarterly, per sector (Banking, Oil & Gas, Pharmaceutical...) resulting in **an increase of 30% in qualified lead and 10% in conversion rate**

EDUCATION



2014-2016

BUSINESS UNIT LEAD

Built the Print business unit while coaching the sales team and monitoring projects on an ongoing basis.

- Streamlined the operations by implementing Processes, automated practices and standardized documents (Customized products and services offers, presentations, Pitches, Unique value proposition...)



2013-2014

PROJECT MANAGER

Lead the lifecycle of MPS Projects (Assessment, Benchmarking, Analysis, POC, solution design, implementation, and service delivery)

- Successfully managed the top 3 challenging and largest projects (Zero SLA Breach/ Over 40% in Printing cost saving)

SIEMENS 2010-2013

SALES ENGINEER

Collaborated remotely with the German team to provide pre/post-sales support for the channel partners and distributors/Awarded with the team members “*Siemens Automation Sales & Marketing Award for remarkable Business Results in the MENA Region, 2011*”



2011 – Master’s Degree, Robotics
<https://ieeexplore.ieee.org/document/6196594>

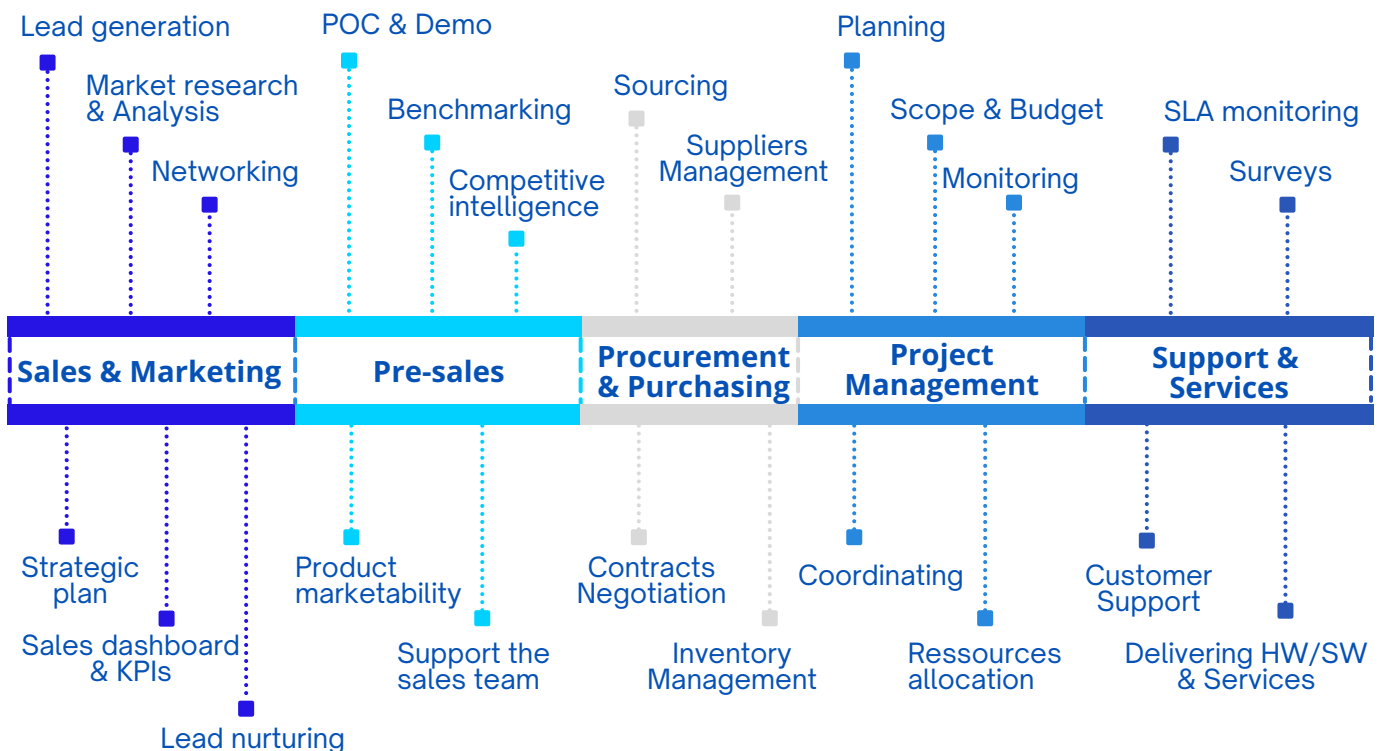


2009 – Engineer’s Degree
 Industrial Computing and Automation



2003 – High School Diploma
 (Mathematics)
 Bourguiba Pioneer School, Tunis

OVERVIEW OF THE MANAGED TEAMS



OVERVIEW OF THE MAIN RESPONSIBILITIES DURING MY CAREER



Strategic

- Build alliances and partnerships with key accounts (**C-Levels**), stakeholders and partners
- Collaborate with the CEO in setting and driving organizational vision, operational strategy, and long-term goals
- Translate strategy into actionable goals for performance and growth



Operations

- Develop, implement and review operational policies, procedures and processes
- Supervising all daily operations of the company (Sales & Marketing, Presales, Procurement & Purchasing, Project Management, Customer Services & Support)



Financial

- Monitor and analyze the financial performance indicators (revenues, gross and net profit, sales forecasting)
- Oversee and report, monthly, quarterly, and annual metrics.



Team management

- Ensure effective **recruiting**, **onboarding**, professional development, performance management, annual assessment and retention
- Hired, managed and coached a high performing team of **14** sales engineers, project manager and support technicians



Customer Relationship Management

- Acquiring new customers, renewing and growing existant ones by **Upselling** and **Cross-selling**
- Build long-term relationship and customer loyalty acting as a **trusted advisor**
- Review customer care practices and feedbacks on a continual basis in order to improve process and address their individual needs
- **Customer centric mindset** focused on providing a personalized experience and high customer service
- Monitoring and maximizing **customer lifetime value**



FOUR SEASONS



ELLOUMI GROUP

