



Saeed Reza Hajian

A versatile leader with a successful track record; targeting *senior roles* across *Sales Management* with an organization of repute; Preferably in *U.A.E.*



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CORE COMPETENCIES

- *Planning & Integration*
- *Sales Management*
- *Marketing Research & Analysis*
- *Training & Development*
- *Benefits and compensation*
- *Contract Negotiation*
- *Program / Project Management*
- *Recording & Documentation*
- *Biomedical Training & Mentoring*
- *Product Management*
- *Client Relationship Management*
- *Revenue Generation/ P&L Management*
- *Data Analytics / Regulatory Compliance*
- *Customer Services Excellence*

TECHNICAL SKILLS

- *MATLAB,*
- *Simulink*
- *MS-Office*
- *Spice, Orcad*

PROFILE SUMMARY

- **Dynamic sales leader;** pursued **Ph.D. of Medical Radiation Eng.** with **over 18 years** of diverse experience across various **Biomedical engineering positions**, including **sales, production, and installation.**
- **Proven track record of success as a Sales Manager, Executive Director, and Chief of Biomedical Engineering,** driving revenue growth, boosting profits, and **expanding market reach in Tehran, Iran, and Dubai, UAE.**
- **Skilled in conducting sales meetings,** analyzing sales team performance, and developing communication strategies to effectively engage key opinion leaders (KOLs) and clients.
- **Expertise in coaching sales teams, implementing proactive management strategies,** and fostering cross-selling opportunities to drive revenue and enhance customer relationships.
- **Strong negotiation and business development acumen,** evidenced by successful contract negotiations, vendor agreements, and business initiatives aligned with company strategy and core competencies.
- **Proficient in project management, overseeing operations,** and providing corrective feedback to achieve both short-term assignments and long-term organizational goals.
- **Excellent communication and organizational skills,** demonstrated through **effective presentation delivery, client education** on product/service features, and development of production schedules for timely delivery.
- Specializing in **Audiology, Dentistry, Ophthalmology, Beauty, GI, Urology, Medical Imaging, and Radiotherapy departments.**
- Been a **Faculty Member** since past years **12 years.**

CERTIFICATIONS

- Obtaining a teaching license from Ministry of Science & Scholarship in **Dec'07**
- **Iranian Breast Cancer,** sterilization, medical imaging & patient safety congress from **Nov'08- 13**
- Membership in General Directorate of Medical Equipment of Iran in **May'12**
- Publication of the article in an ISI journal and accepted in Pubmed in **Nov'15**

WORK EXPERIENCE

Nov'21-Jun'23 | Sales Manager | TDP (Ex Flip Flop, Distributor of PENTAX-Medical), Tehran, Dubai, UAE

Key Result Areas:

- Conducting and overseeing sales activities for the company's sales team, assessing their strengths and weaknesses.
- Leading sales training meetings, persuading buyers to recognize the benefits of our product and drawbacks of competitors' offerings based on factual evidence.
- Continuously evaluating daily and weekly sales reports, analyzing them, and preparing weekly and monthly reports for management review.
- Establishing and maintaining effective communication and organizational channels with Key Opinion Leaders (KOLs).
- Leading sales team to cultivate new client relationships and expand market reach.
- Implementing strategic marketing campaigns to boost brand visibility and drive sales growth.

SOFT SKILLS

- *Negotiation & Conflict Management*
- *Visionary and Decision Making*
- *Good Listener & Communicator*
- *Team Building & Interpersonal Skills*
- *High Business Ethics & Trustworthy*
- *Analytical Problem Solving*
- *Leadership and Delegation*

EDUCATION

- **M.Sc. of Medical Radiation Eng.** (Non-Ionized Imaging, Therapy same as Laser and Ultrasound)

2007

- **Bachelor of Science: Biomedical Engineering (Bioelectric)**

2003

EXTRACURRICULAR ACTIVITIES

- Studying medical equipment books, especially bioinstrumentation, HIFU & LASER
- Scientific discussion with doctors about medical equipment
- Installation and troubleshooting of medical equipment Documentation
- Swimming, climbing and playing football

PERSONAL DETAILS

Languages Known: English, Persian, French & Arabic

Resident of U.A.E. (From May 2023)

U.A.E. Driving License Holder (from Feb 2024)

- Analyzing market trends and customer feedback to refine sales strategies and product offerings.
- Developing innovative sales techniques to effectively engage with target demographics.
- Leveraging data analytics to optimize sales performance and forecast future trends.
- Collaborating with cross-functional teams to align sales and marketing efforts for maximum impact.
- Nurturing client relationships through ongoing communication and personalized solutions.
- Continuously evaluating and adjusting sales tactics to meet evolving customer needs and preferences.
- Mentoring sales representatives to enhance their skills and achieve performance objectives.
- Staying abreast of industry developments and competitor activities to maintain a competitive edge.

Aug'19-Nov'21 | Executive Director, Sales Manager | Altone Shenava, Tehran, Iran, Dubai, UAE

Highlights:

- Provided coaching to employees in effective selling methods and fostered cross-selling initiatives to drive revenue.
- Increased sales and profitability through proactive management strategies and improved sales training.
- Established and maintained customer relationships while identifying and fulfilling their needs with appropriate services.
- Conducted client meetings, delivered presentations, and educated on product and service features and offerings.

Nov'05-Apr'19 | Chief of Biomedical Eng. Service | Ministry of Education & Bahonar Hospital, Tehran, Iran

Highlights:

- Led successful business development initiatives that were aligned with the company's strategy and core competencies.
- Documented processes and drafted SOPs to ensure compliance with regulations and company policies.
- Negotiated new annual contracts and service agreements with vendors, achieving optimal pricing.
- Provided oversight of operations, offered corrective feedback, and supervised a team of 18 project employees, including in-house and external contractors, to ensure the installation of all general medical equipment.

PREVIOUS EXPERIENCE

Jul'13-Dec'14 | Sales Manager | Vandad Gostar- Academic Knowledge Based Company, Tehran, Iran, Herêma Kurdistanê, Iraq

Jun'12-Sep'13 | Sales & Marketing specialist, NAGHSHE TAVOOS SABA Company (NTS), Tehran, Iran, Istanbul, Turkey

Nov'07-Jun'08 | Sales & Marketing Specialist, Imam Hussein Hospital, Tehran, Iran

Jun'02-Aug'06 | Biomedical Eng. Producer, Iranian Research Organization for Science & Tech, Tehran, Iran

Dec'01-Aug'02 | Repair Technician | Iran Mavvad, , Tehran, Iran

