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## **OBJECTIVE**

Organized and results-driven Business Development professional with 10+ years of experience in formulating and executing marketing strategies to increase revenue, seeking a challenging position in a professional work environment that will allow me to utilize my skills and lead to successful and fulfilling career.

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## **WORK EXPERIENCE**

**Grinta Engineering Co. Ltd.**  
**Deputy General Manager**

**Feb. 2022 – Present**

Duties And Responsibilities:

Collaborate with the board of Directors to identify, create and implement strategic plans to actualize business objectives.

Developing and implementing growth strategies.

Identify, recruit, train and develop a talented team of employees who can lead critical departments and manage strategic business functions.

Monitor company operations and ensure employees and business practices comply with regulatory and legal requirements.

Develop the organizational culture and promote transparency and collaboration throughout the organization.

Develop partnerships with company stakeholders, shareholders, industry regulators and other relevant parties.

Analyzing accounting and financial data.

Identify potential risks and opportunities within the organization and its environment to protect business interests.

Identify potential sources of investment and organize fundraising efforts.

Represent the company at social and corporate events in ways that strengthen the brand and communicate the company's message.

Overseeing daily business operations.

Training low-level managers and staff.

Creating and managing budgets.

Improving revenue.

Evaluating performance and productivity.

Generating reports and giving presentations to the board members.

**Horn Of Africa Consulting Co.**  
**Managing Director**

**Aug. 2020 – Dec. 2021**

Duties And Responsibilities:

Developing and executing business strategies to achieve short and long-term goals.  
Developing and implementing business plans to improve cost-efficiency.  
Maintaining positive and trust-based relations with business partners, shareholders, and authorities.  
Overseeing the company's business operations, financial performance, investments, and ventures.  
Supervising, guiding, and delegating executives in their duties.  
Ensuring company policies and legal guidelines are clearly communicated.  
Assessing, managing, and resolving problematic developments and situations.  
Building and enhancing the company's public profile at events, speaking engagements, etc.  
Conducting performance reviews.  
Coaching department heads.

**Sayara International – Sudan Office**  
**Operations Manager**

**Jan. 2020 – May 2020**

**Duties And Responsibilities:**

- **Finance**

Directs and coordinates the general accounting operations of the RCM including maintenance of all accounting records, accounts payable, accounts receivable, tax compliance.  
Responsible for working with offsite financial and accounting services on all matters related to budgeting, revenue and expenses.  
Support the budgeting, forecasting and financial planning process through data collection, assumption setting, scenario analysis and target setting activities.  
Manage petty cash Development  
Ensure accurate and timely processing of gift acknowledgements

- **Human Resources Management**

Maintain accurate and timely benefit accrual information  
Review and approve the monthly payroll Reporting  
Hire and supervise interns and/or volunteers

- **Systems**

Participate in foundation systems training.  
Troubleshoot technology issues and develop/update best practice procedures.  
Recommend, document and follow internal processes and practices.

- **Organizational**

Ensures all compliance (governmental and non-governmental) and statutory reporting are accurately completed within the timelines provided.

Responsible for the management of office resources, vendors, technology and supplies.  
Coordinate scheduling, logistics, materials, set-up, and follow-up for internal and external meetings  
Administer vendor and building/tenant-related relationships  
Perform other duties as assigned by ED

**Elbarbary Auto Care Co. Ltd., Sudan**  
**Business Development Manager**

**Jan. 2016 – Oct. 2019**

- Participates in formulating and administering company policies, directing and coordinating all divisional department activities to develop and implement long-range goals and objectives to meet business and profitability growth objectives.
- Reviews analyses of activities, costs, operations and forecast data to determine department or division progress toward stated goals and objectives, achievements and discuss required changes in goals or objectives resulting from current status and conditions.
- Review financial statements and data. Utilize financial data to improve profitability. Prepare and control operational budgets. Control inventory. Plan effective strategies for the financial well-being of the company.
- Liaison with top management. Assist in the development of strategic plans, Implement and manage operational plans.
- Develops, reviews, updates and implements business strategic planning, including sales, financial performance and new product development.
- Oversees key projects, processes and performance reports, data and analysis.
- Reviews operations and plans to meet requirements for sales planning and to develop new markets.
- Establish and implement departmental policies, goals, objectives, and procedures, conferring with board members, organization officials, and staff members as necessary.
- Reviews and approves preparation of accounting analysis for budgetary planning and implementation, production efficiency, financial reporting, budgetary planning and submittal for capital expenditures.

**Elbarbary Engineering Co. Ltd., Sudan**  
**Sales and Marketing Manager**

**Apr. 2015 – Dec. 2015**

- Accomplishes marketing and sales human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counseling, and disciplining employees; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures.
- Achieves marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; completing audits; identifying trends; determining system improvements; implementing change.
- Meets marketing and sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Determines annual and gross-profit plans by forecasting and developing annual sales quotas for regions; projecting expected sales volume and profit for existing and new

products; analyzing trends and results; establishing pricing strategies; recommending selling prices; monitoring costs, competition, supply, and demand.

- Accomplishes marketing and sales objectives by planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion programs; developing field sales action plans.
- Identifies marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share.

**Balance General Tr. Co. (MUTLU), Sudan**  
**Sales and Marketing Assistant Manager**

**Dec. 2014 – Apr. 2015**

- Responsible for obtaining profitable results through the sales team by developing the team through motivation, counseling, skills development and product knowledge development.
- Manage the sales administration function, operational performance reporting, streamlining processes and systems wherever possible, and advising senior management on maximizing business relationships and creating an environment where customer service can flourish.
- Responsible for managing the sales team, developing a business plan covering sales, revenue, and expense controls, meeting agreed targets.
- Assist in the development of the annual marketing plan, specifically advising on: realistic forecasts for each product and territory (based on historical data, market trends, competitive activity, promotional strategy and sales effort), realistic costs of operating the sales force, and sales promotion program plans.
- Ensure that all sales representative activities are in accordance with the company's guidelines.
- Responsible for monitoring the performance of the sales team by establishing a system of reports and communications involving sales reports, cyclical sales meetings.
- Personally observe the performance of sales representatives in the field on a regular basis.

**Shahad Enterprises, Sudan**  
**Marketing Executive**

**Sep.2013 – May. 2014**

- Assisting clients with property sales and development
- Preparing and interpreting legal documents including listings and sales contracts
- Providing legal, economic and market advice
- Liaising with escrow companies, lenders, home inspectors and pest controllers
- Ensuring terms and conditions of agreements are met
- Maintaining and liaising with clients
- Coordinating property closings and overseeing document signing
- Analyzing market trends to determine competitive market prices

**Faris Alkhour Tr. Co., UAE**  
**Executive and operational manager**

**Nov. 2011 – Aug. 2013**

- Supervision of the day-to-day activities through proper delegation of tasks and setting sub targets for those departments and personnel responsible for these tasks
- Preparation of monthly, quarterly, half yearly, and annual reports
- Liaise with major clients and conduct important meetings with them

- Contribute to preparing budgets and make recommendations for cost reduction

**Air Arabia, UAE**  
**Maintenance Engineer**

**Oct. 2010 to Nov. 2011**

*Maintenance department -*

- Performing scheduled, preventive and predictive maintenance checks for the fleet, Supervises the Maintenance works and ensure that it is within the Manufacturer Standards, BFCs and required engine change.
- Worked as Mechanical Technician on Overhauling, testing and troubleshooting of Diesels engines, Gear box, Hydraulic and Pneumatic Systems.

*Planning department -*

- Updating systems with the according to the technical reports with all the tasks done.
- Scheduling maintenance to include all the reported defects by the pilot and the line maintenance team, checks recommended in the manuals, mandatory modifications and assuring minimum ground time.
- Preparing of the Preventive Maintenance Programs for all fleets and follows up the same.

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**EDUCATION**

- **MBA - Marketing Management** - Sudan International University. July 2017
- **BSc (Honor) Aeronautical Engineering** - Sudan University of Science and Technology

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**SKILLS**

- Good knowledge of different business functions
- Strong leadership qualities.
- Strong work ethic.
- Highly organized.
- Ability to work under pressure
- Multicultural awareness having lived studied and worked in different countries.
- Adapt easily to new environments.
- Proactive nature.
- Excellent communication skills.
- Presentation skills
- Meticulous attention to detail.
- **Languages** – Fluent in Arabic and English

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**References available upon request**