



MARIA HABIB, MBA

SALES & MARKETING DIRECTOR

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Multi-channel Revenue Growth Specialist for World-Leading Sports Brands

Award-winning sales and marketing strategist, recognized by Adidas CEO for encyclopedic knowledge of the sports sector throughout the MENA region and the ability to turn around loss-making business units to full strength.

Career Showcase:

- ⇒ **Catapulted revenue by over \$30M** per annum; directed \$MM operational performance U-turn.
- ⇒ **Motivated Sales and Marketing teams to exceed divisional KPIs by 25%**; drove change initiatives and communicated powerful strategic vision to gain 100% staff buy-in.
- ⇒ **Engineered exponential rise in profits over five years**; capitalized on uncharted markets and products.
- ⇒ **Offloaded insolvent business lines to raise \$25M in new capital**; balanced risk through exhaustive research to avoid unnecessary losses.

Professional Experience:

DIRECTSPORTS, UAE, 2009 - PRESENT

EXECUTIVE DIRECTOR, CLOTHING & FOOTWEAR

International sports and leisure retailer | >250 stores | Eight countries | \$6BN turnover | 18,000 employees

Orchestrated revival of declining \$200M business. Generated significant and sustainable net revenue growth of 15% (\$30M) in first full year, exceeding ambitious targets. Owned P&L across five categories, mobilizing Sales and Marketing team of 75 to implement expansion plan throughout the MENA region.

Transformed Operations in to Market-Leading Center of Excellence

- ✓ Strategic Leadership ✓ Team Restructure ✓ Continuous Process Improvement ✓ International Business
- ⇒ **Realized sales growth of 26% in all categories.** Masterminded critical culture change program; restructured workforce, and identified and nurtured future stars with accelerated promotion for talented individuals. Inspired team to achieve stretch goals and smash KPIs.
- ⇒ **Optimized efficiency by 15%.** Streamlined “above and below the line” marketing processes across Footwear and remodeled HQ infrastructure.
- ⇒ **Doubled profit in sports fashion business in one year from \$22M to \$44M.** Terminated loss-making product lines and sold off distressed segments to three competitors.

Achieved \$MM Profit through Astute Marketing Insights

- ✓ Market Growth ✓ Brand Repositioning ✓ New Product Development
- ⇒ **Effectuated 22% surge in turnover and \$33M profit.** Created new profit stream in previously under-marketed kids’ apparel. Embedded products in 38 retailers across the region and acquired seven major key accounts.
- ⇒ **Yielded triple profit** of every other DirectSports’ children’s line. Spearheaded launch of “Heelys” to the youth footwear market in Saudi Arabia from a zero base. Placed product in high profile department stores.
- ⇒ **Identified market opportunity that triggered 8%** of all clothing and footwear revenues in first year. Pioneered personalized product category and swiftly cornered the custom-made market.

“Maria transformed five failing departments to profit centers in record time... an exceptional ability to make effective, critical decisions that positively impact the bottom line.” CEO, DirectSports, MENA

ADIDAS, SAUDI ARABIA, 2003 - 2008

SENIOR ACCOUNT MANAGER

German multinational | Sports shoes, clothing and accessories | \$10N turnover | 50,000 employees

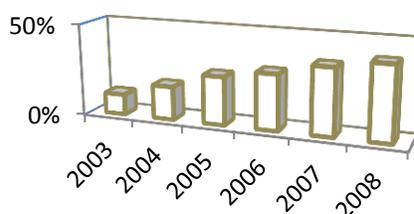
Parachuted in to revitalize failing \$MM account. Promoted twice in three years for performance excellence, maximized wallet share with major buyers and nurtured lucrative relationships with JD Sports and Sports City. Headed team of 15 to achieve 2008 divisional revenue highs of \$16.8M from a \$1.3M starting point.

Leveraged Growth of Key Accounts with Tactical Customer Approach

✓ Client Turnaround ✓ Key Account Management ✓ Relationship Development ✓ Customer Penetration

- ⇒ **Delivered revenues of +11%** with E-Sports in 2004, rising to +46% in 2008. Revitalized historic negative relations to renegotiate and renew annual contract.
- ⇒ **Averted potential loss of 15% of divisional income.** Secured and expanded key account business and rejuvenated relationship with VIP client.

Combined YOY Sales Increase



Captured Extra Sales through Emerging Technologies

✓ Digital Marketing ✓ Channel Strategies ✓ Change Leadership

- ⇒ **Generated online sales with year-on-year growth of 20-37%** as an early e-commerce adopter. Initiated build of transactional website, developed channel-specific digital marketing strategies and led key category management projects.
- ⇒ **Pioneered explosive growth of 8% in new business acquisition** in just six weeks; designed and executed sales campaign using cutting-edge cloud technology to target specific sectors. Adidas went on to win prestigious CIO award for high-impact use of technology.

NIKE, KUWAIT, 2001 - 2003

BRAND MANAGER, NIKE AIR

American multinational | Sports shoes, clothing, equipment and accessories | \$20BN turnover | 44,000 employees

Captured 28% of the \$36M Kuwaiti 'sneakers' market from a static 8% legacy start, during a period of falling sales industry-wide. Created opening for entry of new brand and devised successful imaginative marketing plan, including multichannel brand storytelling.

Won Territorial Gains in Stagnant Market and Globally Recognized Marketing Honors

✓ Multi-media Advertising ✓ Brand Strategy ✓ Above-the-line Marketing ✓ Market Research ✓ Competitor Dislocation

- ⇒ **Optimized competitive advantage** through in-depth SWOT analysis; identified opportunity to expand into the Qatar and Saudi geographies; destabilized four major rivals. Recommendations formed future brand strategy for the MENA region that saw three-fold upsurge in revenues.
- ⇒ **Originated award-winning brand marketing strategy**, including TV, print and poster campaigns. Won Adweek's "Best New Ad Campaign, 2002" and Marketing Week's "Best ATL Strategy, 2003".

Education:

- ✓ **University of California, Los Angeles (UCLA)**
- ⇒ **Master of Business Administration (MBA)**
- ⇒ **Bachelor of Arts (BA), Marketing with honors**
- ⇒ **Dean's list for three successive years**

Global Reach:

- ✓ **UAE national, US green card, EU resident**
- ⇒ **Fluency in English, Arabic, French**
- ⇒ **Cross-cultural – lived in UK, US, Middle East**
- ⇒ **Globally relocatable**

Strategy

Maria approached me in May 2013 with a functional resume that hadn't been updated since 2003. What she did have was task-based and uninspiring.

She is an outstanding international sales and marketing specialist, globally relocatable and a great asset to the right firm but she didn't know where to start. We agreed on producing a resume that looked slick, professional and would truly demonstrate the quantifiable value she has delivered in past roles.

My first step was to undertake research into Maria's target roles in the international sales and marketing space. Each of Maria's achievements relates directly to the core competencies/ key words required by these target roles.

I utilized a chronological format to showcase her talents and core results. I elected to functionally combine her achievements under strong sub-headers within each role to make them stand out and inserted the most relevant key words under these headers (rather than in an 'Expertise' section near the top).

The MENA region is booming, but is still a hugely competitive market – even for the best candidates. As such, it was essential that we back up our claims with hard, quantifiable facts. Similarly I clearly demonstrated the bottom-line impact that she has made in every aspect of each role. We agreed to pack the resume full of facts and figures.

I selected a gold color scheme to reflect the success Maria has seen in her career to date and decided a graph would help visually demonstrate her sales prowess and to add more variety to page two. We discussed a number of options for the graph and elected on combining her figures and using percentages to clearly show the year-on-year impact she has made.

Maria was offered several interviews within the first few weeks of using this resume and is now happily ensconced in a Sales Director post with Puma, Dubai.