

HATHAFI ATHAMBAWA

DEAR SIR/MADAM,

COVER LETTER

With over 21 years of diverse experience in business development, sales, marketing, and client relationships across the Saudi Arabian, Qatari, and Sri Lankan markets, I am confident in my ability to contribute significantly to your team and help drive your business forward.

Throughout my career, I have consistently demonstrated a strong commitment to identifying and seizing market opportunities that drive growth. My expertise spans the FMCG, Poultry, Hygiene, Building Materials, Firefighting, HVAC and FMC industries, where I have successfully led cross-functional teams, executed effective business development strategies, and enhanced organizational success. Recognized as a high-energy leader, I have a proven track record in fostering client relationships, expanding market reach, and improving operational efficiency.

In addition to my hands-on experience, I have honed my skills in developing and executing sales and marketing strategies that boost business performance. My ability to build and maintain lasting relationships with clients, coupled with my expertise in market analysis and team management, has enabled me to consistently exceed business objectives and create sustainable growth.

I am excited about the opportunity to bring my expertise in business development and leadership to your team. I am confident that my passion for driving business success, coupled with my extensive experience in dynamic markets, aligns well with your company's values and goals. I am eager to contribute to the continued success of your organization and help further elevate its presence and performance in the market.

I would welcome the opportunity to discuss my credentials with you personally. For a greater illustration of my background and qualifications, please review my enclosed resume. Thank you for your consideration; I look forward to hearing from you.

Thanking you

Yours Faithfully,
HATHAFI ATHAMBAWA



HATHAFI ATHAMBAWA

SALES MANAGER
(MEP INDUSTRY & FMCG INDUSTRY)

CONTACT

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PERSONAL INFORMATION

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GENDER
Male

DOB
08.05.1980

NATIONALITY
Sri Lankan

SAUDI DRIVER'S LICENSE
Available

QATAR DRIVER'S LICENSE
Available

SL DRIVER'S LICENSE
Available

LANGUAGE PROFICIENCY

ENGLISH
SINHALA
TAMIL
ARABIC
MALAYALAM
HINDI

PROFILE

A highly accomplished and versatile professional with over 21 years of diverse experience in business development, sales, marketing, and client relationships across the Saudi Arabian, Qatari, and Sri Lankan markets. Recognized for being a high-energy leader with extensive expertise in the FMCG, Poultry, Hygiene and MEP. Skilled in identifying and seizing market opportunities to drive business growth. Proven track record in leading cross-functional teams and executing effective business development strategies to elevate organizational success.

AREAS OF EXPERTISE

- Business Development
- Sales Strategy Development
- Cost Effective Strategies
- Sales Management
- Market Expansion
- Reporting & Analysis
- Product Knowledge
- Risk Management
- Performance Evaluation
- Budget Management
- Sales Reporting
- Customer Retention
- Process Improvement
- Contract Management

WORK EXPERIENCE

SALES MANAGER - BUILDING MATERIALS, HVAC & FIREFIGHTINGS INDUSTRY | JUNE 2024 - PRESENT

Al Saadeh Trading Est – (GREENHECK FANS Franchise). Saudi Arabia.

DUTIES & RESPONSIBILITIES

- Led and managed the Sales Engineer team, Back-End team and Logistics team to drive business growth and operational efficiency.
- Developed and implemented strategic sales plans for building materials, FF and HVAC products.
- Monitored new projects, awarded contracts and upcoming business opportunities to ensure proactive market expansion.
- Built and maintained strong relationships with clients and suppliers in the construction and MEP sectors.
- Led negotiations with key customers and manufacturers, securing profitable agreements while fostering long-term partnerships.
- Tracked sales performance, reported progress to senior management and ensured alignment with financial objectives.
- Motivated and guided the sales team to achieve targets by setting a clear goal and optimizing performance.
- Conducted thorough market research to understand customer needs and identify emerging industry trends.
- Stayed updated on new products, technologies and industry developments in the MEP sector to maintain a competitive edge.
- Attended project meetings to ensure alignment with client requirements and industry standards.
- Developed and managed the sales budget, ensuring sales activities were aligned with financial goals.
- Collected and analyzed customer feedback to enhance products, services and overall customer experience.
- Ensured timely resolution of customer inquiries and technical issues related to HVAC and FF products.



BUSINESS DEVELOPMENT MANAGER | 2021 - 2023

Halston International – STEAM IT (Italian Franchise) Doha, Qatar

DUTIES & RESPONSIBILITIES

- Conduct market research to identify new business opportunities.
- Analyze industry trends and competitor activities to stay ahead in the market.
- Identify potential clients or partners and assess their needs.
- Develop and maintain strong relationships with clients, customers, and partners.
- Network with key industry players and attend relevant events to expand the company's reach.
- Collaborate with other departments to align business development strategies with overall company goals.
- Develop and implement strategic plans to achieve sales targets and expand the customer base.
- Actively pursue and close deals to generate revenue for the organization.
- Directly handling the manufactures and visiting to them for products training
- Contribute in process of formulating, negotiating & finalizing contracts for premium customers.
- Establishing the company as a brand name in the market & Reporting to Director board.

ASSISTANT BUSINESS DEVELOPMENT MANAGER | 2018 - 2020

Eco Fresh Hygiene W.L.L, Doha, Qatar

DUTIES & RESPONSIBILITIES

- Developing strategies to enter and establish the company's presence in new markets.
- Assisting in leading a business development team, providing guidance, support, and motivation.
- Responsible for overall business assigned by management.
- Assessing and mitigating risks associated with new business ventures or partnerships.
- Managing the company's entire client base.
- Handling the team members & reviewing their daily activity sales reports.
- Ensuring customer satisfaction & handling the delivery supporting team
- Following business forecast & analyzing the market situation.
- Conducting the market survey and planning the strategy to beat the competition in the market.
- Visiting with the team to complete the deal to customer point.
- Contribute in process of formulating, negotiating & finalizing contracts for premium customers.
- Achieving the team target & own target.
- Contacting the sales meeting & briefing achievement reports.
- Briefing with the team about the current market situation & improving their sales skills.
- Establishing the company as a brand name in the market & Reporting to GM.

BUSINESS DEVELOPMENT OFFICER | 2012 - 2018

Eco Fresh Hygiene W.L.L, Doha, Qatar

SENIOR BUSINESS DEVELOPMENT OFFICER

Eco Fresh Hygiene W.L.L, Doha, Qatar

DUTIES & RESPONSIBILITIES

- Preparing and presenting regular reports on business development activities, progress, and results.
- Staying updated on industry trends, market conditions, and emerging technologies.
- Visiting the customer point on daily bases & managing the Client base.
- Finding out the new customers in the market & meeting the customer with a dated appointment.
- Promoting entire range products and Get the RFQ for sending Quotation.
- Presenting the uniqueness of products to customers.
- Participating in the tenders publish by FMC sectors and Government sectors & introducing the new product in the market imported by the company.
- Ensuring customer satisfaction & Introducing innovative products in the market.
- Providing excellent customer service & assisting the customer in all necessary aspects.
- Encouraging the customer to buy products through the durability of the products a manifestation of quality.
- Assists in maintaining proper inventory levels & Assign supporting team.
- Conference presentations and preparing the best performer appraisal for the allocated team & establishing new markets for the company products.
- Assuring the service & delivery on time to satisfy the customer. Preparing the offer schemes for the death stock products.



SALE EXECUTIVE | 2010 - 2012

Bairaha Farms PLC, Sri Lanka

DUTIES & RESPONSIBILITIES

- Develop and deliver sales presentations to potential clients.
- Showcase the features and benefits of products or services.
- Promote the products & ensuring customer satisfaction.
- Achieve the sales target each distribution.
- Assist the distributor and customer in all necessary aspects.
- Responsible for follow up the stock on a daily basis with the team
- Assists in maintaining proper inventory levels and shift audits
- Performs all duties with minimum supervision; may be required to work irregular hours.
- Conference presentations and preparing the best performer appraisal for the allocated team.
- Establish the new markets for the company products etc.
- Analyze and report on market conditions and changes.

EDUCATION

QFC HIGHER NATIONAL DIPLOMA IN MARKETING MANAGEMENT | 2020

The United Kingdom Association of Professionals

DIPLOMA IN INFORMATION COMMUNICATION TECHNOLOGY | 1998

British Informatics of Computer Technology

GCE ADVANCED LEVEL EXAMINATION

College | Km/Zahira College, Sri Lanka

GCE ORDINARY LEVEL EXAMINATION

College | Km/Zahira College, Sri Lanka

STRENGTHS

Verbal Communication : Recognized ability to communicate with a range of individuals from different cultures

Adaptability : Quick to embrace changes and thrive in dynamic environment, adept at adjusting strategies to meet evolving needs and finding innovative solutions.

Strong Work Ethic : Known for my diligence and dedication, consistently going above and beyond to deliver high quality results and meet or exceed expectations

Teamwork and Collaboration : Excel in collaborative settings, valuing diverse perspectives, and contributing actively to achieve shared goals through strong relationship - building skills

Research & Analysis : Competent at interpreting data, analyzing problems and formulating solutions.
Developed ability to produce reports and presentations to a professional standard

Critical Thinking : Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Networking : Ability to build rapport with any person within a short time and maintain good Relationships with colleagues & Clients

REFERENCES

Available upon request

I do hereby certify that the above particulars given by me are true & accurate to the best of my knowledge. If I'm offered an opportunity to serve in your esteemed organization, I can assure you that I shall always perform my duties with commitment & loyalty.

Yours Faithfully,
HATHAFI ATHAMBAWA