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# RANA ISSOU

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**Founder / TECHNOSECURE LTD.**

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## Work experience

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Jan 2020 - Present	<p><b>Founder</b></p> <p><i>TechnoSecure Ltd. / Jordan - Amman</i></p> <p>TechnoSecure provides comprehensive range of technology and security implementation &amp; consultancy services that enable organization to streamline business process, maximize business productivity, improve business performance and minimize operational risks</p>
Jan 2019 - Oct 2019	<p><b>Regional Sales Manager/business Development</b></p> <p><i>Telelink Gulf Ltd / Dubai - UAE</i></p> <p>Sell products and communication systems/solutions in MENA region of all brands endorsed by the company, either directly or through regional dealers/partners</p> <p>Design sales plan and supervise sales staff (if any) to achieve sales targets.</p> <p>Identify potential revenue streams in related fields.</p> <p>Manage existing export sales and increase the export volumes and margins through dealer involvement, tender participation, and targeting new distributors and end users.</p> <p>Determine annual sales budget and plans in terms of quantities &amp; margins by implementing marketing strategies.</p> <p>Recruit new partners and develop the relationship with them Based on market and forecasting, establish item wise stock levels and ordering patterns/requirements.</p> <p>Establish sales targets by forecasting and developing annual sales targets for regions and territories; projecting expected sales volume and margins for existing and new products.</p> <p>Maintains sales volume, product mix, and selling price by keeping in view supply and demand, changing trends, security situation, and competitors.</p> <p>Manage and negotiate contracts with existing and potential dealers/partners.</p> <p>Review and finalize tender documents and quotations.</p> <p>Coordinate with technical team for site visits, installations, troubleshooting, etc.</p> <p>Manage and maintain sales staff as required.</p> <p>Identify, plan and assist with company presence in any local or foreign trade shows.</p>
April 2017 - Dec 2018	<p><b>Senior Business Development</b></p> <p><i>Safeer Integrated Systems / Abu Dhabi - UAE</i></p> <p>Analyze the market and recommend opportunities for pursuit.</p> <p>Forecast short and long range market potentials by understanding the future perspective of the company and developing strategies for growth accordingly.</p> <p>Develop proposals, solutions, white papers, presentations and business plans.</p> <p>Participate in meetings with clients and vendors.</p> <p>Manage reporting and analysis of the business development pipeline.</p> <p>Develop and maintain working relationships with similar and/or complementary companies to include teaming and partnership discussions.</p> <p>Attend conferences, meetings, and industry events.</p> <p>Provide all required support to the following: Pre-Sales &amp; Sales Operation, GPS Tracking Process, Software products Pre-Sales &amp; Operation, Clients Registration &amp; Retention, Company</p>
Nov 2012 - Feb 2017	<p><b>Operation and Solutions Manager</b></p> <p><i>Telecom Cube Co./Jordan</i></p>

Improve the operational systems, processes and policies in support of organizations mission-specifically support better management reporting, information flow and management, business process and organizational planning through improvements to each function as well as coordination and communication between support and business functions Play a significant role in long-term planning, including an initiative geared toward operational excellence Manage and increase the effectiveness and efficiency of Support Services Managing the entire product life cycle from strategic planning to tactical activities Specifying market requirements for current and future products by conducting market research supported by on-going visits to customers and non-customers Driving a solution set across development teams (primarily Development/Engineering, and Marketing Communications) through market requirements, product contract, and positioning. Developing and implementing a company-wide go-to-market plan, working with all departments to execute. Analyzing potential partner relationships for the product. Design, develop and carryout technical marketing strategies Establish and develop technical marketing objectives and goals Analyze and interpret marketing trends concerning technical products or services Prepare and present analytical reports Organize and conduct research activities Evaluate the consumer's needs and expectations and design and introduce new products Provide technical support in order to develop new products Establish and maintain long-term relationships with suppliers, customers and company staff

Jan 2012 - Nov 2011      Project Controller  
*Huawei Technologies Co*  
Project Controller Jordan Huawei-Umniah 3G project Umniah Wimax project

Jan 2011 - Aug 2011      Sales Engineer  
*General Computers &*  
Sales Engineer Electronics Co./Jordan SSSProcess /Jordan

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## Education

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2005 - 2010      Bachelors of Computer Engineering  
*Jordan University of Science and Technology*

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## Courses

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Project Management Professional (PMP)  
Digital Marketing & Social Media for Business  
Marketing Psychology

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## Skills

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International Sales  
Channel Partners Management  
Leadership and Management  
Business Development  
Digital Marketing