

SALIM AL RASHDI

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Profile

A seasoned professional with over 20 years of experience in the telecommunications industry, specifically in Ooredoo Oman. Salim has a diverse background, having worked in various departments including customer care, sales, IT application support, and sales operations. He is a highly skilled IT professional with a proven record of accomplishment in leading teams through periods of growth and crisis. He has made significant contributions to key projects within Ooredoo and other companies. In addition to his expertise in process design and automation, Salim has strong capabilities in **web development, artificial intelligence (AI), and business process automation**, which he leverages to streamline operations and drive efficiency. Currently, he is managing a team of 21 employees in the Sales Operations Department and overseeing the operations of all sales channels.

EDUCATION

01/2019 – 02/2022 Seeb, Oman	Project Management MBA Cardiff Metropolitan University
01/2013 – 09/2015 Seeb, Oman	Business Management BA (HONS) Staffordshire University
01/2000 – 02/2003 Seeb, Oman	Accounting Diploma Sultan Qaboos University

LANGUAGES



WORK EXPERIENCE

05/2021 – present Bowsher, Oman	Department Head - Sales Operations Ooredoo Oman <ul style="list-style-type: none">Managed the sales operations department, overseeing four teams: Communications, Stores operations, Indirect Channel Operation, project management, and quality control.Led critical projects such as the Digital Transformation Project and other development initiatives.Delegated effectively to foster growth opportunities for team members.Cascaded AOP targets and overall strategy to the team.Led, motivated, and developed team members to ensure a high level of knowledge and performance.Managed resources, people, and finances to achieve AOP goals.
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11/2017 – 04/2021

Bowsher, Oman

- Prepared sales incentive pay outs for all channels.
- Developed the annual Sales Support Department Budget.
- Ensured performance contracts were in place for all team members and conducted accurate and timely performance appraisals.
- Developed and implemented departmental KPIs and ensured team delivered against them.
- Contributed to sales achievement by optimizing sales processes.
- Conducted regular team meetings.

Senior Manager – Sales Processes, IT & Operations Ooredoo Oman

Driving year-over-year business growth while leading operations, strategic vision, and long-range planning with full responsibility for bottom-line factors, sales and distribution channels' development and channels readiness. Providing cross-functional management with a bottom-line focus on profitability, visibility, and sustainability. Managing, coaching, and motivating the Sales Operations Team. Maintaining sales reports and preparing presentations on the sales status.

- Created new reports/modify existing reports and ensured the availability of proper sales processes and IT systems for sales and distribution channels.
- Resolved logistics problems by ensuring that all stores are having enough stock and maintaining the stock daily report and follow up with the logistic team and store managers, strengthening business continuity at stores.
- Attended most of the RMS L1 and L2 issues and escalated L3 issues to the vendor and follow up till it gets rectified. Also, attended all UAT meetings and share issues or concerns related to sales channels.
- Managed the on-going operations related to sales processes, IT tactical systems and sales projects.
- Scheduled, monitored, and ensured the delivery of regular sales channels stock-take activity.
- Supervised the sales operation team by insuring all the coming enquiries/support tickets are replied within the SLA.
- Elected as the SPOC with TRA for issues related to quality and sales processes.
- Assigned as a Product Manager for Implementing Oman Credit Bureau System (Mala'a) with Ooredoo CRM.

05/2015 – 12/2017

Senior Administrator – IT Apps. Support Ooredoo Oman

Managed service delivery as assigned help desk for the custom handheld software Troubleshoot system issues.

- Initiated and implemented new reports/modify existing reports, reducing trouble ticket database; and performed upgrades to the current online database.
- Create system access to new users and performed backend activations/upgrades/downgrade, which led to greater customer satisfaction.
- Performed scheduled maintenance, security updates, and routine monitoring of failed transactions and rectified them, while testing new application changes.
- Raise system production defects after reproducing them and working in Ms SQL Server Management Studio, PL SQL Dev, CAM and CSI (CRM) for solving customer technical issues.

05/2008 – 04/2015

Bowsher, Oman

Sales Store Manager Ooredoo Oman

Assist in achieving and exceeding company budgets while driving profitability through increasing sales & controlling costs whilst maintaining company-operating standards.

- Enhanced productivity by setting sales target to team members and motivating to

WORK EXPERIENCE

achieve them through consistent positive customer experience and community outreach.

- Prepared PDPs of employees and met with them monthly to review their achievements.
- Ensure the Sales Targets are communicated on time to all staff every month, increasing performances.
- Contribute in implementing the Business / Marketing Plan to achieve/beat budget.
- Removed discrepancies by controlling all stocks & cash and upon plan and managing outdoor sales activities.

12/2004 – 05/2008
Bowsher, Oman

Customer Service Agent Ooredoo Oman

Facilitated and resolved common and complex issues by determining the need of the customer and immediately offering favorable solutions. Recognized by customers who appreciated own extra efforts.

IN THE TECHNICAL SIDE

I drove the development and design of the following websites and apps:

- The International Tent Pegging Federation <https://itpf.net>
- Oman Hereditary Blood Disorders Association www.ohbda.om
- Ashal Education website <https://ashal.om> (Woocommerce + LifterLMS)
- Wsheek Training Platform <https://wsheek.com> (Woocommerce + Learndash)
- Money By R (Rania Al Khusaibi) <https://moneybyr.com>
- National Drilling & Services Co. <https://ndsc.net>
- Simahum Designs LLC <https://simahum.com> (Woocommerce)
- Granada Kitchen <https://granadakitchens.com>
- Muhra Online Store – <https://muhra.om> (Woocommerce)
- Afaq Library Online Store <https://afaqlibrary.com> (Woocommerce)
- Muscat Art www.muscatart.om Event Website

PROJECTS

I contributed to the following key projects implementation.

- Digital CRM (Digital Transformation Project)
- Oman Credit Bureau – Mala'a
- MRZ implementation in Stores
- Ooredoo TV
- Distribution Management System
- Oman Airports POS integration
- Pay+
- Other Projects in Ooredoo
- Khatm Project
- Wimax, 4G and 5G
- VAT
- Sales Incentive Automation
- New Inventory System



TECHNICAL SKILLS

Generative AI - image, video, voice..etc
Automation using 8n8, make.com, zapier, elevenlabs.io
Software: MS Office Applications
Microsoft Retail Management System (RMS)
PL SQL/Developer
Microsoft SQL Server anagement Studio
Adobe CS
WHM/Cpanel/Aphache/fastpanel
Cloud servers/Services
Open Source CMS (Wordpress,Drupal,Joomla)



VOLUNTEERING

01/2006 – present
Muscatatuck, United States

Webmaster
Oman Hereditary Blood Disorders Association

08/2017 – present
Seeb, Oman

Webmaster and Technical Advisor
One Nation Team

01/2010 – 12/2016
Online

Webmaster
Islamfact.com



PROFESSIONAL SKILLS

Leadership and Team management

Business Support

Process Management

Resources Management

Operational Management

Relationship Management

Risk and Change Management

Strategic Planning and Facilitation

General Management Expertise

Problem Resolution

Communication and Presentation

Negotiation and Market Expansion

Interpersonal Skills and Integrity

Coaching and Training

Analysis and Development



Technical Strengths

Generative AI

Automations and AI Agents

Web Development and Web Hosting

Search Engine Optimization (SEO)

E-commerce

Open Source CMS, Wordpress, Joomla..etc

Ms Office Applications



SOCIAL MEDIA



@salloom88



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11/2024

Preview Field Sales Management

LinkedIn

<https://www.linkedin.com/learning/certificates/284a869d9a6c7823c334a8a5444a4e85e6fa3bcf411ce045e86c49f9aeec12b3?u=81721418>

Implementing Change Effectively

LinkedIn

<https://www.linkedin.com/learning/certificates/a6b4563b9e0ea3cbbd180392cd01e9216edce77dd2509c914274f2c691e6e7a6?u=81721418>

04/2024

Leadership Principles for Emerging Leaders with Bill George

LinkedIn

<https://www.linkedin.com/learning/certificates/1b2ce57da67913fa886836afb9f8a3c9495c84b62794919274624b9c4ec9200e?u=81721418>

11/2024

Creating a Culture of Collaboration

LinkedIn

https://www.linkedin.com/learning/certificates/8213c7db51133b594cff24079e8b2b7178688493f47293de5b0c9faa424d9a06?lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_view_base_certifications_details%3Bc5p9FdKQR12D53J%2FED6mPw%3D%3D

11/2024

Digital Transformation

LinkedIn

<https://www.linkedin.com/learning/certificates/721b2f7cb9e86c55d561135390b3aa5c4725709b8614a71e97de1ab2d0d8f4d6?u=81721418>

11/2024

Jeff Weiner on Leading like a CEO

LinkedIn

<https://www.linkedin.com/learning/certificates/0fe4aff2fe31cc2d6a3be3aad0794c1856f143cc3fb490dc334003de0238b953?u=81721418>

11/2024

Profesional Networking

LinkedIn

<https://www.linkedin.com/learning/certificates/a341dfcab7237ba25be16bcad5f4563f641e5e0f02ae3bf48f70c0077e337384?u=81721418>