

## Ossama AL Sennary

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"Sales director with experience in the insurance industry. Worked for HADBROK Insurance Brokers, ARABIAN SHIELD Cooperative Insurance Co. & SALAMA Cooperative Insurance Co. in various management roles. My responsibilities include developing strategic plans, building customer relationships, managing insurance provisions, and supporting other departments. Also led sales teams, implemented sales strategies, identified new business opportunities & provided customer service. Demonstrated skills in sales, negotiation, & Relationship building."

**2019 - 2023**

**Role: SALES DIRECTOR**

**Company: HADBROK Insurance Brokers – Paul Haddad Group | Cairo, Egypt**

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Life & PA - Corporate - Travel - Motor Comprehensive - Motor Compulsory Third Party - Medical - Malpractice

- Develop & Execute strategic plan and expand customer base
  - Build & maintain strong, long-lasting customer relationships
  - Partner with customers to understand their business needs and objectives
  - Effectively communicate the value proposition through proposals and presentations
  - Reporting on forces that shift tactical budgets and strategic direction of accounts
  - General administration of all insurance provisions including claims.
  - Effective liaison, support, and assistance with the whole of the organisation.
  - Maintain and improve mechanisms for the provision of insurance, including surveying and measuring governance, performance, administration and outcomes and disseminate feedback to the appropriate persons/entities.
  - Utilize systems to manage insurance functions, analysis and documentation.
  - Direct the development of plans for insurance, including management to achieve targets.
  - Developing plans for insurance progress.
  - Support to all other departments with insurance related issues.
  - Subject to agreed criteria; recruitment, training, set action and targets, appraise and manage performance, development, coaching and general support of all team members to ensure targets are met.
  - Reporting (content and format as agreed) on a monthly basis or as otherwise required.
  - Developing plans for sales managers to achieve their targets.
  - Delegate authority and responsibility to sales managers with supervision, accountability and review.
  - Manage and maintain contact with internal and external clients/customers and suppliers.
  - Set a lead by example process for all team members of commitment, insurance management, administration standards, work ethics and habits
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**2016 - 2019**

**Role: REGIONAL BRANCHES MANAGER - Western Region**

**Company: ARABIAN SHIELD Cooperative Insurance Co. | Jeddah, Saudi Arabia**

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Corporate - Travel - Motor Comprehensive - Motor Compulsory Third Party - Medical - PA - Malpractice

- Affects the productivity of the sales force by monitoring, coaching, and evaluating individual/team performance as it relates to the application of sales techniques/methods and the achievement of objectives.
  - Ensures the delivery of service levels that meet the established criteria and standards of the organization.
  - Supervises, evaluates and promotes the development of the sales team, as well as recommends salary increases, promotions and training.
  - Monitors to ensure that all branch human resources, systems and work programs are focused on maximizing the sales efforts, including the referral process.
  - Supervises the selling process, ensuring compliance by sales staff of applicable laws, rules, regulations, and policies and ensures that required documentation is appropriately captured, recorded, and retained.
  - Delivers upon the cross-selling program; enforces application and compliance with the sales strategies and the established referral program/concept.
  - Coordinates and leads staff meetings with the purpose of keeping staff informed about results, new strategies, and goals.
  - Oversees compliance with all related policies and procedures.
  - Promotes the growth of the branch insurance portfolio by motivating the branches managers towards the achievement of their branch's goals, through supervising the process, including the disbursement process and the delivery of acceptable service levels.
  - Assists with maximizing branch growth by participating and contributing to planning & development activities.
  - Complies with all related laws and regulations.
  - Assists with the promotion & maintenance of business stability & Client's retention.
  - Encourages and supports the implementation and utilization of the Total Quality Program, ensuring compliance with the requirements and adherence to the quality standards defined.
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## RESUME

**2011 - 2016**

**Role: REGIONAL MANAGER - Western Region**

**Company: SALAMA Cooperative Insurance Co. | Jeddah, Saudi Arabia**

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Corporate - Travel - Motor Comprehensive - Motor Compulsory Third Party - Medical - PA - Malpractice

- Developing and implementing sales strategies to achieve company goals.
  - Managing and leading a team of Branches Managers..
  - Identifying and pursuing new business opportunities
  - Building and maintaining relationships with clients and partners
  - Providing customer service and support
  - Deliver on business goals as set by the company
  - Liaise with the operations teams to ensure that all processes as set out with the top management are adhered to Branches Managers & their team,
  - Identify, communicate and agree on the premium targets with branches managers.
  - Ensure that all branches are in a regular connection with pending leads/references.
  - Keep updating on all products and solutions by regularly attending trainings.
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**2000 - 2010**

**Role: UNIT DEVELOPMENT OFFICER**

**Company: ALICO Life Insurance Co. | Cairo, Egypt**

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Life - PA - TERM PLAN

- Overcame competitors by increasing competitive knowledge, market intelligence and sales skills.
  - Responsible for the overall coordination, the functional management and leadership of sales activities
  - Directed the growth of prospect accounts.
  - Retention of major & at-risk accounts using negotiation skills.
  - Strengthened the quality of recruits by soliciting outside agencies and using pre-employment tools.
  - Increased competition by tracking key metrics to identify trends, and opportunities.
  - Scanned the Insurance market keeping a lookout.
  - Developed and maintained effective, productive relationships.
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