



# Asem Rostom

Sales Director / Middle East

## Profile

Experienced Director with a demonstrated history of working in the education management & assessment industry. Skilled in Business Planning, Sales, Customer Relationship Management (CRM), Sales Management, and Team Building. Strong professional.

## Skills

Leadership	<div style="width: 90%;"></div>
Team Management	<div style="width: 90%;"></div>
Account Management	<div style="width: 90%;"></div>
Start-up	<div style="width: 90%;"></div>
Planning	<div style="width: 90%;"></div>
Business Development	<div style="width: 90%;"></div>
CRM/ Salesforce	<div style="width: 90%;"></div>
Networking	<div style="width: 90%;"></div>

## Work Experience

**MENA Business Development Manager, IELTS Cambridge university press.**  
September 2019

### Pearson VUE / MEA Manager

Mar 2013 / July 2019.

PEARSON VUE is dedicated to helping people succeed through certification. Pearson VUE is the leading provider of certification exam development, delivery, and program management services. Pearson VUE exams are delivered through an expansive network of over 14,000, Its Authorized Testing Centers worldwide.

### SmartWay/ GCC Regional Manager

Jan 2010 / Jan 2013

SmartWay specialized in E-learning, ECM, Archiving solutions and some other services in an open source solution.

Partner if Moodle in MEA and Alfresco.

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## Get in Touch



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## References

### Jan Day

Pearson

VUE VP

✉ [Jan.Day2@Pearson.com](mailto:Jan.Day2@Pearson.com)

### Aaron Osmond

Pearson

VP and GM

✉ [aaron.osmond@pearson.com](mailto:aaron.osmond@pearson.com)

### Mounaim Makhtari

Pearson VUE

EMEA Manager

✉ [Mounaim.Makhtari@Pearson.com](mailto:Mounaim.Makhtari@Pearson.com)

Mobile numbers available once short listed

## Education



Bachelor's degree in English Literature/ Tishreen university.

Diploma in Business English/ British Council, Sharjah.

Diploma in Digital Marketing/ E-Marketing Egypt

Diploma in ICT/ CompuBase Dubai.



## Cover Letter

Dear HR Manager,

I am applying for this job, believing that with the rich experience and the strong and vary network in MEA market in many IT and educational sectors I can add good value to the company, and I hope that I would be good hiring.

Spending almost half of my life now in business development, sales, marketing, managing and, training and hiring hundreds of sales men/ ladies give me the power and experience to run any start-up positioning any brand in the market of my expertise.

Worm and respectful relations with my partners all around Middle East and Levant, enable me to perform the most complex sales plan we might have.

Working in multinational company for the last ten years with all races and mankind.

I hope that you consider my application, looking for your interview soon.

Yours sincerely,  
Asem Rostom