

# Ghassan Khalil Abu-Khurma

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# Sales Manager

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## Executive Summary

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- People oriented and **driven Sales Leader with 15 years of rich experience** in telecommunications across Broadcast Television, Radio, Satellite, and Television
- Thrives in **diverse workplaces with exposure from 6+ countries** (US, KSA, Bahrain, Jordan, UAE, Egypt, etc.)
- Proven business development capabilities in **B2B, B2C, and B2B2C environments** and **demonstrated client satisfaction** with multiple appreciation letters and references
- Part-time model and actor for TV commercials and ads

## Core Competencies

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- Customer Experience
- Business Development
- Stakeholder Management
- Influencing Skills
- Public Speaking
- Telecommunications

## Professional Experience

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### EUTELSAT MIDDLE EAST & NORTH AFRICA

Jordan, Sept 2017 – Present

#### Sales Manager LEVANT

- **Lead the Levant region's** existing and new portfolio
- **Manage over 20 relationships** with distributors and end users accounts
- Closed a **3-year deal worth JOD 1.92 Million per year**
- **Identify new clients** to benefit from company services and maximize client potential
- Develop and maintain **long-term relationships** with clients, by managing and interpreting their requirements
- **Negotiate with existing and potential customers** on price and technical matters
- Negotiate tender and DTH (DIRECT TO HOME) & NON DTH contract terms to meet both client and company needs
- Responsible of **expanding on new opportunities** by attending CABSAT and IBC Broadcasting events
- **Maintain customer records** including agreements, amendments, assignments, termination, outstanding balance, history of the channel, etc.
- Trained in **Consultative Selling** Techniques, **ANTI-Competition**, and **ANTI-Corruption** Principles

### NOORSAT GLOBAL SATELLITE COMMUNICATION

Bahrain & Jordan, Aug 2008 – Sept 2017

#### Senior Technical Sales Manager

Jordan, Jan 2013 – Sept 2017

- **Promoted** from Technical Sales Manager to Senior Technical Sales Manager in Jan 2017
- **Primary account manager** for the Egyptian market
- **Matched customer needs to NOORSAT services** by discussing technical requirements and understanding operations
- Provided **pre-sales technical assistance**, such as formatting of play-box machines, suggested equipment, etc.
- Conducted ad-hoc **after-sales support** and acted as a technical back up
- Prepared **sales reports for management**, inclusive of total leased in/ out capacity, total free capacity, etc.
- Supported Marketing by **representing NOORSAT at trade shows**, conferences, and other marketing events
- Trained in Public Speaking and Communication Skills
- **Conducted training** and created learning material for the sales team

Shift Team Leader Engineer

Bahrain, Feb 2012 – Dec 2012

- **Led a unit of 4 broadcasting engineers** on each shift, reporting to Shift Manager
- **Serviced customers** by issuing support tickets, answering call inquiries, and conducting the Line Up tests
- Maintained records of all **transmission plans** for transponders
- Coordinated any **transponder changes** directly with Eutelsat to facilitate access to satellite in safe mode
- **Monitored transponders** for optimized carrier levels and zero interferences, using spectrum analyzer and SICAMS
- **Managed installations and cabling** of various systems/ subsystems in addition to antenna assembly

#### Broadcast Engineer

Bahrain, Aug 2008 – Feb 2012

- Monitored all the on-air/ off-air channels on NOORSAT transponders
- Delivered the timely broadcast of customers programs
- Prior to live shows, reviewed the quality of the video, audio, and signal
- Mitigated lengthy service interruptions with adequate redundancy
- Received customer belongings (DVD's, Tapes, CD's, etc.), archived them into their respective servers and NAS
- Managed and preserved quality of customer playlists based on server materials
- Coordinated with clients regarding their backhauling transmitting on NOORSAT Satellites
- Managed the integrated receiver/ decoder, satellite encoder, modulator, and high-power amplifier
- Assembled different sizes of antennas and led DVB installation and configuration of equipment (Thomson)
- Setup IRD receiver(s) based on the parameters to go live ON-AIR

#### Itsalat International Company (i2)

Saudi Arabia, May 2007 – June 2008

##### Area Manager

- Managed i2's customer care services with a team of 8 and evaluated team performance, for all branches located in the Eastern province of Saudi Arabia
- Pushed local competitive edge by addressing unresolved customer complaints from first line supervisors
- Conducted mystery shopping and shared reports with recommendations to management
- Monitored mobile phone repair distribution using Jawal Care System and Nokia Café System
- Completed diplomas from Nokia Academy in courses: Nokia 5700, 6300, 1112, 3230, & 3250
- Oversaw and troubleshoot performance/ operation levels I and II for Nokia mobile phones
- Managed quality assurance and quality control testing on all Nokia GSM mobile phones
- Responsible of safety precautions on handling component against ESD risk by using anti-static gadgets

#### TECHNICAL INDUSTRIES, INC.

USA, Aug 2004 – Mar 2007

##### Electronics/ Electrical Field Engineer

- Pipe and equipment NDT inspection, using ultrasonic, EMI, oilfield services storage and Visonic™, 3-D Virtual Imaging Pipe Inspection, Visonic™ Fulllength Pipe OD Measuring, and Ovality Determination technologies
- Tested, evaluated, and recommended wireless data communication hardware and software
- Identified operations in need of upgrades, such as wireless routers, modems, fiber optic cables, and telephone wire
- Troubleshooted PCB's and Ultrasonic Unit systems
- Researched and studied NDT system upgrade
- Ensured compliance with workplace safety regulations

## Qualifications

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Member of **Jordanian Engineers Association**

Bachelor of Science in Electrical Engineering (Telecommunication specialization) from **University of Louisiana, USA** (2004)