

AHMED FARAH

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Profile

Dynamic and results-driven professional with extensive experience in Sales Management, Business Development, and Executive Leadership across the IT and ERP (Odoo) industry. Proven expertise in leading high-performing teams, driving revenue growth, and building strategic partnerships. Recognized for successfully managing ERP implementations, developing innovative business solutions, and contributing to organizational success through strong leadership and client-focused strategies.

Work Experience

General Manager – Information Technology *Al-A'mal Al-Taqniya for Telecom & IT (Sharek), Saudi Arabia | Dec 2025 – Present*

Appointed General Manager, leveraging a strong blend of technical background, project management expertise, and extensive commercial and sales leadership experience. The company delivers professional Enterprise Resource Planning (ERP) services and is an authorized Odoo partner. Leading the company's strategic direction and operations, including a newly launched AI-powered medical system.

- Provide professional services in enterprise management systems as an authorized Odoo partner.
- Oversee the development and rollout of a new medical system integrating artificial intelligence technologies.
- Bridge technical delivery and commercial growth through combined IT, project management, and sales leadership.

Managing Partner *SMT Technology, Saudi Arabia | Nov 2024 – Dec 2025*

A Saudi company specialized in advanced IT solutions with a primary focus on Enterprise Resource Planning (ERP) systems. Official Odoo partner. Served as Managing Partner overseeing strategic direction, operations, and business growth.

Executive Director & Partner *Canyons Business Solution, Sudan | May 2024 – Oct 2024*

Promoted to Executive Director and Partner. Responsible for company leadership, strategic planning, and overall operations management.

Sales & Business Development Manager *Canyons Business Solution, Sudan | Jan 2023 – Apr 2024*

Specialized in IT, websites, electronic services, security systems, and technology solutions. Served as Sales and Business Development Manager, leading sales strategy, client acquisition, and key account growth initiatives.

Sales Manager *SPC, Qassim, Saudi Arabia | Jul 2022 – Dec 2022*

A company specialized in Odoo ERP systems. Successfully managed and led a high-performing sales team, achieving company targets and ensuring customer satisfaction.

Senior Account Manager *IATL IntelliSoft, Khartoum | Aug 2021 – Jun 2022*

Specialized in ERP Systems (Odoo). Responsible for account planning, maintaining sales pipeline in CRM, and handling escalated client concerns.

Senior Account Manager *Maxnet Wireless Broadband, Khartoum | Jan 2020 – Jun 2021*

Internet service provider offering ICT, software, and hardware solutions. Managed sales, account services, and customer relations, including successful implementation and sales of Odoo ERP systems.

Sales Executive *Canar Telecommunication, Khartoum | Feb 2019 – Dec 2019*

Sold internet services and managed after-sales support through the company's Business Center.

Sales Representative *Empire Electro Mechanical, Khartoum | Jun 2018 – Dec 2018*

Sold home electronics and Daewoo appliances. Handled customer support and after-sales services.

Education & Certifications

BSc in Information Technology

National Ribat University, Khartoum, Sudan | 2012 – 2017

Odoo Functional Certification

Odoo S.A. | Year Obtained: 2022

Skills

- Microsoft Office
- Sales, Marketing, Customer Service
- Arabic & English
- Business Development & ERP (Odoo) Systems

Referees

Available upon request.