



COMMERCIAL FOCUS

Partnerships Commercial growth

BEYOND BUSINESS

Author and bipolar awareness advocate

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MEET AKRAM

AKRAM JAML-ALLAIL

Business development by nature.

I connect the dots, find the right people and create opportunities where a commercial relationship has yet to take shape.

My **9+ years of experience** span business development, strategic partnerships, digital marketing and digital products. I open doors, build the commercial case, negotiate agreements and close deals.

After the initial sale, I focus on retaining clients, growing accounts and developing the people around me.

SELECTED WORK AND PERSPECTIVE

02 Danube

Reopening and growing an account

03 Apple partnership

Creating a partnership from an idea

04 Commercial contribution

Deals, digital experience and teams

05 A personal mission

My book and bipolar awareness

06 What I bring

Commercial judgement and execution

CASE STUDY / CLIENT DEVELOPMENT

Danube

Reopening an opportunity. Growing the relationship.

THE COMMERCIAL CHALLENGE

Recover the opportunity. Then grow the account.

01

Reopen

02

Retain

03

Expand

THE CHALLENGE

Flicron initially lost the opportunity to work with Danube. The task was to reopen the conversation and earn the client's business.

MY CONTRIBUTION

Worked to revive the opportunity, persuade the prospect and help win the account. I then became responsible for managing the client relationship.

Beyond the initial sale

I focused on understanding the client's needs, maintaining the relationship and developing additional business. The case reflects how I approach business development: pursue a promising opportunity with persistence, then keep creating value after the initial sale.

COMMERCIAL SKILLS DEMONSTRATED

Persistence**Persuasion****Account ownership****Client growth**

Flicron | Business development and client account management

CASE STUDY / PARTNERSHIP CREATION

Apple partnership

Creating a partnership from an idea

THE PARTNER

Apple Inc.

Freelancer partnership

Corporate discount pricing for Apple laptops, made available to Saudi freelancers.

FROM IDEA TO AGREEMENT

Signed agreement

Commercial value for Saudi freelancers

THE OPPORTUNITY

Develop a partnership that gives Saudi freelancers access to Apple laptops at corporate discount pricing.

MY CONTRIBUTION

Developed the partnership from initial concept to signed agreement, building the commercial case, negotiating the proposition and coordinating internal stakeholders.

How I approached the work

01

Find shared value

Research the need, identify the right lead and shape a proposition that benefits both parties.

02

Negotiate and convince

Build the case for working together, align interests and negotiate the terms.

03

Close and activate

Convert the opportunity into a signed agreement and coordinate implementation.

SELECTED COMMERCIAL CONTRIBUTION

Commercial contribution

Deals, digital experience and team delivery.

SAR 22.91M**MHRSD / Etimad tender**

SAR 22,910,300 including VAT

Team contribution

2 tender wins**Social Development Bank**

SAR 5.6M / SAR 5,172,240

Won through Etimad

Aramco**Project work**

Integral team contribution

Figures refer to tender or deal values; contributions involved wider teams.

20+**Agreements negotiated and signed**

At Future Work, supporting Saudi Arabia's freelance and shared-economy ecosystem.

DIGITAL MARKETING AND PRODUCTS

Amaz and Flicron

At Amaz, led account management and business development teams and oversaw digital strategy delivery. At Flicron, developed enterprise opportunities and established pipeline, retention and upselling processes adopted by the wider team.

PEOPLE AND PERFORMANCE

Developing people

Managed teams and helped colleagues strengthen their capabilities through coaching and mentoring. At Future Work, led a team of three. At Flicron, earned two promotions in under two years.

COMMERCIAL BREADTH

Financial proposals

Established expertise in pricing, financial proposals and the commercial case behind an opportunity.

Technical proposals

Recently expanded into developing and producing technical proposals, building on my commercial experience.

AUTHOR AND BIPOLAR AWARENESS ADVOCATE

A personal mission

My story and mission to support people with bipolar disorder

I live with bipolar disorder. I am open about my diagnosis and not ashamed of it.

بين الضدين

Author | Published in 2019

My mission is to help people living with bipolar disorder in whatever way I can. Through my book and honest public conversations, I want to build understanding and help others feel less alone and less limited by their diagnosis.



LIVING WITH BIPOLAR DISORDER

With the right psychiatric care, medication and support, people with bipolar disorder can manage the condition, build careers, maintain relationships and live full, meaningful lives. I want people to know that bipolar disorder does not have to define their future or limit what they can contribute to society.

PUBLIC WRITING AND CONVERSATION

Book listing | Jarir | Published 2019

[Open](#)

Betroly podcast | Episode 134 | 10 August 2024

[Open](#)

Guest article | Why Arabic?

[Open](#)

The book's origin: my Goodreads author account

WHAT I BRING TO A BUSINESS

Creating opportunities and closing deals

I connect information, people and business needs to create opportunities and turn commercial intent into action.

Find the right lead

Research the market and identify the right people. Apply critical thinking and practical judgement to qualify a real commercial opportunity.

Negotiate and close

Build the commercial case, align interests and negotiate agreements through to closure.

Commercial proposals

Expertise in financial proposals and pricing, with recent work developing and producing technical proposals.

Create partnerships

Connect business needs with partner capabilities. Develop a proposition and persuade stakeholders to work together.

Grow client relationships

Take ownership after the win: understand client needs, retain the relationship and develop additional business.

Develop teams

Manage and mentor people, strengthen their capabilities and coordinate the teams needed to deliver.

BSc Marketing | University of San Francisco | USA | 2015

Arabic - Native | English - Fluent

Zoho CRM | Pipedrive | Etimad | Microsoft Excel, PowerPoint and Word

Let's talk.

Open to senior business development and partnership opportunities in Riyadh.

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