

# Mounzer Srour, DDS, MBA

Dubai, UAE • +971.50643.1707  
mounzersrour@gmail.com • [LinkedIn](#)  
Syrian



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## Business Development & MEA Regional Sales Manager

Adept, results-oriented sales and marketing leader with extensive experience in international sales, marketing, operational management, and business development within the dental and medical device industry in MEA region. Proven track record of managing direct lines and distributors, hitting sales targets, delivering growth, driving positive change, and boosting profitability. Growth-focused entrepreneur who can strategically think out-of-the-box from a business perspective. Strong problem-solving, creativity, negotiation, networking, teamwork, communication, and leadership skills. Bilingual fluency in English and Arabic. **Proven expertise in:**

- Sales Management & Operations
- Product Development & Launch
- Marketing, Campaigns & Media Agencies
- Competitive Analysis
- Market Development & Planning
- P&L Management, Capital Equipment
- Dental & Pharmaceutical Sales
- International Business

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### EDUCATION AND CERTIFICATION

**Master of Business Administration (MBA), International Marketing**  
The International University, Missouri-Dubai Extension, Missouri, USA

**Doctor of Dental Surgery (DDS)**  
Damascus University, Faculty of Dentistry, Syria

**International Certificate, Sales Management & Marketing (current)**  
Cambridge Tutorial College- Dubai Extension, Dubai, UAE

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### PROFESSIONAL EXPERIENCE

Antaradus Medical Supplies Trading LLC – Dubai, UAE

**General Manager**, 2018 to Present

Serve as general manager of local distribution company, providing high-quality dental and medical equipment to consumers. Deliver to entire UAE market, specializing in dental materials and disposables, medical disposables, and consultation services. Ensure team goes extra mile to provide quality customer service and customer purchasing experience is smooth and efficient. Build strong business relations with international partners and implement an effective market strategy to reposition products in UAE market.

**Key Contributions:**

- Founded company from bottom-up. Upgraded company to where it stands today by overseeing all operations including correspondence, filing, records, accounting, and hiring.
- Assembled a strong dental sales team that supplied entire UAE area.

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- Acquired distribution agreement with top dental manufacturer whose brands are represented in several GCC markets including UAE.

Philips Oral HealthCare (Zoom & Sonicare), Dubai, UAE

**Sr. Business Development & ME Regional Manager, 2012 to 2018**

Executed sales planning and financial forecasting in accurate and timely manner. Oversaw budget use and ensured alignment with marketing and distributor targets. Researched marketing and competitor trends in MEA market including activities, pricing, market shares, distribution, visibility, price waterfalls, and benchmarking reports. Identified and implemented prompt corrective measures to ensure company reached sales, distribution, visibility, and product development targets. Spearheaded and employed various quality improvement and training programs to enhance operational processes.

**Key Contributions:**

- Successfully achieved cash flow and margin targets in MEA region.
- Raised Sonicare to become one of the top-recommended electric toothbrushes by dental professionals through utilization of a strong professional channel.
- Expanded Zoom teeth-whitening product to become highly demanded by patients and recommended by professionals.
- Recognized for being a top-performing manager and growing business each year with double digits by leaning on strong group of distributors and key opinion leaders.

Discus Dental LLC – Dubai, UAE

**Regional Manager (META & India), 2006 to 2012**

Ensured business achieved targets, expanded geographically, and new markets were explored in MEA area. Confirmed KPIs were productive and corrective actions were taken when needed. Built and upheld key relationships with regional, national, and international opinion leaders. Collaborated with top professional academic institutions and organizations. Aligned country-specific budgets with marketing, margin, and cash flow targets. Delivered periodic market intelligence from MEA markets.

**Key Contribution:**

- Established strategic partnerships with top members in dental industry to promote Discus Dental as a company delivering superior dental treatment.
- Grew company to be one of the top suppliers and trusted brands in MEA territory within three years of employment.
- Boosted company visibility by publishing in professional journals and magazines and assuming leadership roles in professional organizations.

Alpha Dental Laboratory – Dubai, UAE

**General Manager, 2004 to 2006**

Built and sustained key commercial relations with key accounts (KAs) who set rules and regulations. Managed sales duties and ensured sales targets were established and achieved based on specific accounts identified by key account manager.

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*Additional experience as **Product Specialist** at Al Hayat Pharmaceuticals, Dubai, UAE, and as **General Dentist** at Al Andalous Dental Center, Abu Dhabi.*