

# OUSSAMA OUFDIL

## Business Development Manager | MENA & Africa Markets | Multilingual Sales Leader

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📌 Available for Turkey, Remote, or EU Relocation 🌐 [linkedin.com/in/oufdil](https://www.linkedin.com/in/oufdil)

### PROFESSIONAL SUMMARY

Results-driven Business Development Manager with 13+ years of experience expanding international markets across MENA, Africa, and emerging economies. Proven expertise in launching new market entries, building distributor networks from scratch, and driving multi-million dollar revenue growth. Specialist in helping European and Turkish brands penetrate Middle Eastern and North African markets through cultural fluency, regulatory navigation, and on-the-ground network activation. Multilingual (Arabic, Turkish, English, French) with track record in pharmaceuticals, medical devices, cosmetics, and industrial goods.

### PROFESSIONAL EXPERIENCE

#### Founder & Managing Consultant

*2o Consulting*

Independent international business development consultancy focused on helping brands enter MENA and African markets.

08/2024 – Present  
Istanbul, Turkey

- Advise Turkish, European, and MENA companies on market entry strategy, distributor identification, and partnership structuring
- Facilitate cross-border trade across pharmaceuticals, cosmetics, medical devices, and industrial products
- Provide market intelligence on regulatory frameworks, competitive landscapes, and pricing strategies across UAE, KSA, Egypt, Morocco, Algeria, Tunisia, and Libya

#### International Key Account Manager

*Polifarma Pharmaceuticals*

Led international business development and key account management for a leading Turkish pharmaceutical exporter.

07/2022 – 08/2024  
Istanbul, Turkey

- Led international field missions — including a strategic Dominican Republic initiative that established hospital partnerships and elevated brand credibility
- Represented company at Arab Health, CPhI Milan, and Medica
- Developed and executed strategic market-entry plans for new territories
- Managed complex negotiations with distributors, hospitals, and procurement departments across diverse cultural contexts
- Identified new business opportunities and supported regulatory onboarding for market expansion

#### International Sales Specialist

*Turkuaz Medical & Cosmetic*

Expanded international presence for a Turkish medical device and cosmetics manufacturer across three continents.

02/2019 – 07/2022  
Istanbul, Turkey

- Developed diverse client portfolio across Africa, Middle East, and Asia
- Generated new leads and converted high-value key accounts, contributing significant revenue growth
- Managed full client lifecycle — development, onboarding, quarterly business reviews, and retention
- Collaborated cross-functionally with product, quality, and logistics teams to ensure delivery excellence

#### Quality & Training Specialist

*Turkuaz Medical & Cosmetic*

Managed quality systems and international compliance, enabling market expansion into regulated territories.

11/2015 – 02/2019  
Istanbul, Turkey

- Led ISO 9001:2015 and ISO 13485:2016 audits and compliance processes
- Developed technical files under EU MDR (Class IIa/IIb/III) enabling European market access
- Audited key suppliers and coordinated cross-border clinical trials
- Enabled market entry into new territories through regulatory documentation and compliance

#### Assistant Sales Manager

*Turkuaz Medical & Cosmetic*

- Supported international sales operations, product development, and marketing materials
- Conducted multilingual translations for international customer presentations

07/2013 – 11/2015  
Istanbul, Turkey

#### International Trade Fair Interpreter & B2B Facilitator

*Freelance*

- Facilitated B2B meetings in Arabic, Turkish, English, and French at major Turkish trade fairs
- Supported Turkish exporters in establishing international customer relationships

2010 – 2015  
Istanbul, Bursa, Turkey

### EDUCATION

#### International Trade Specialist Program

*Istanbul Technical University (İTÜ)*

2018 – 2019

#### BA - Computer Education & Instructional Technologies

*Fatih University*

2011 – 2015  
Istanbul

GPA: 3.39

CORE COMPETENCIES

Business Development

MENA & Africa Market Entry • Distributor Development • Strategic Partnership Building • B2B Sales Cycles • Cross-Border Trade Facilitation • Trade Show Representation

Industry Verticals

Pharmaceuticals • Medical Devices • Cosmetics/FMCG • Industrial Products

Languages

Arabic (Native) • Turkish (Fluent) • English (Fluent) • French (Fluent)

Cultural & Language Expertise

Multilingual B2B Communication • Cross-Cultural Negotiation • Regulatory Navigation (MoH, Customs, Import) • Local Market Intelligence

Systems

SAP Business One • Advanced Excel • CRM Systems • MS Office Suite

CERTIFICATIONS

ISO 13485:2016 Lead Auditor

STAREGISTER International

ISO 9001:2008 Lead Auditor

Kiwa Turkey

International Trade Payment & Delivery Methods

KOSGEB ID 2014/195

KEY ACHIEVEMENTS

- 214% of Q4 sales targets achieved through strategic account management, generating \$1M+ in individual account revenue
- Built and managed \$7M+ international portfolio across MENA, Africa, Asia, and Latin America
- Generated 150+ qualified B2B leads at major international trade fairs (Arab Health, CPhI Milan, Medica)
- Successfully launched market entry initiatives in Dominican Republic, UAE, KSA, and Morocco
- Expanded distributor network across 12+ countries in MENA and Africa
- Currently launching Amelioria Cosmetics, a private-label skincare brand targeting MENA markets