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| **WORK EXPERIENCE** |
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| 2008 – 11 | LIVING ITALIA Damascus, Syria |
|  | *Company specialized in importing and distributing Italian designer furniture* |
|  | Partner |
|  | * Set up a partnership with an Italian interior designer, a leading local glass manufacturing company, and Delta Mobili Italiani Moderni
* Researched the Italian furniture market aiming to find the correct product to best cater the market needs
* Developed and implemented the company’s positioning and marketing strategy
* Signed exclusive distribution agreements with Italian companies such as Kartell, Prodomo Cucine, Tonin Casa and Babini Office
* Directly supervised the contracting department targeting residential and commercial projects
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| 2002 – 13 | DELTA MOBILI ITALIANI MODERNI Middle East |
|  | *Company specialized in the design, manufacturing and sale of interiors* |
|  | Managing Director  |
|  | * *Joined the company as Business Development Manager (2002)*
* Focused on the retail department, overseeing the opening of 10 new outlets, expanding the distribution network across the MENA region
* Implemented a restructuring plan to standardize operating and manufacturing procedures, establish a clear hierarchy and optimize costs
* *Promoted to General Manager (2005)*
* Launched an aggressive marketing strategy diversifying the products, targeting different market sectors
* Actively participated in trade fairs to increase brand awareness and improve turnover
* Increased sales by 100% over a period of 6 years
* *Promoted to Managing Director (2008)*
* Setup a Fit-Out department aiming to target residential and commercial turnkey projects
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| 2000 – 02 | GPL GENERALE PROGETTI Rome, Italy |
|  | *Trade Company* |
|  | Procurement Department |
|  | * Managed and coordinated orders from different companies and their shipment to the Middle East
* Attended fairs following trends and products updates
* Verified invoices and tracked payments
* Negotiated and concluded contracts with different vendors for the acquisition of raw materials, machinery and utilities
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| **EDUCATION** |
| 2012– 13 | LUISS Business School Rome, Italy |
|  | Masters in Sports Management |
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| 1997- 02 | Libera Università degli Studi Sociali (LUISS) Rome, Italy |
|  | Bachelor of Business Administration, International Management |
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| **ADDITIONAL INFORMATION** |
|  | *Language Skills* Fluent in Italian, English and Arabic. Working knowledge of Spanish and French*Interests* Football, surfing, snowboarding, photography, guitar and travel*Nationality* Italian |