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| **Name** | Samer  [Samer.367619@2freemail.com](mailto:Samer.367619@2freemail.com) |
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**Work Experience**

***Samlight Lighting Company                                                                                   2009 – 2014***

*Independent Lighting Expert*

I’ve been working on a number of projects within the region, including

         providing and promoting the use of energy saving lighting technologies

         Developing cost-savings reports and plans for individuals and businesses around use of efficient technologies

         Driving regional sales for international companies seeking to create  presence in Lebanon

         Providing consulting services for new construction projects

***International Global Lighting Company                                                    2006 – 2009***

*Middle East Area General Manager – New Market Development*

As General Manager, I was in charge of establishing a new office in the Middle East encompassing all business functions.

         Lead efforts in branding and sales leadership of our lighting products including franchise and consignment agreements to drive wholesale sales of USD 14 million

         Expanded retail sales from zero to USD 6 million with a team of 6 salespeople

         Developed new projects with individual values in excess of USD 7 million

         Developed technical training materials for light fittings, lamps, and related accessories

         Developed sales and marketing materials and standard operating procedures for the company

         Setup and management of financial operations including costing, pricing, and inventory control

         Design of new 800 square meter showroom in Dubai

         Setup of storage facility in Jabal Ali (Dubai) Free Zone including due diligence, human resources, and procurement

         Managed exports throughout the Middle East and Africa including customs control and other matters of logistics

         Worked with marketing team to develop a multi-channel marketing strategy to support a blended return of investment of over 300% across marketing channels

         Achieved margins of 55-75% by creating considerable value-add through exceptional training and client services

         Conducted due diligence and feasibility studies as to the financial viability of potential projects

         Attended international fairs and exhibitions

**Expertise in Lighting**

I have excellent knowledge and technical expertise throughout the entire field, including the following lighting types:

**         Semi-decorative lights CRYSTAL CHANDELIERES**

**         highly decorative lights for hotels and palaces /religious places /or malls CRYSTAL CHANDELIERES**

**Custom made or from the existing company range**

         Special technical lights including

o   fiber optics

o   cold cathodes

o   LED lights including solid state LED lighting

         Technical and industrial street, lighting landscape lighting, and building lighting for large projects

         Solar lighting

         Energy-saving lighting

* Good experience in Dialux

I also have extensive experience working both with and in the absence of Dialux generated reports.

**Selected Previous Projects**

I’ve included here a selected high-profile projects for which I’ve managed matters of lighting.

         H.H **Sheikh Mohammed of Dubai’s “White House” palace CUSTOM MADE CRYSTAL CHANDELIERES**

         Galleria and Park Hyatt DIFFERENT TYPES OF LIGHT FITTINGS

         Sultan Al Kasimi’s palace **CUSTOM MADE CRYSTAL CHADELIERES**

         Palm shoreline apartments **CUSTOM MADE MODERN CHANDELIERES**

         Motor city development/ FUNTIONAL AND ARCHITECTURAL LIGHT FITTINGS

         Burj Al Arab indoor lighting for some areas **BANQUET HALL** CHANDELIERES AND THE CHANDELIERE **MEDUSA HEAD** FOR ASSEMBLING AND FIXING **AS CALLELED BY BURJ AL ARAB** **MANAGEMENT** TO BE THE ONLY  **COMPANY** **/PERSON** TO BE **PROFESSIONAL ON HOW TO EXECUTE PROPERLY THIS WORK**

**AND ON TIME**

         Ras Al Khaimah Hilton CUSTOM **MADE CRYSTAL CHANDELIERESAND CRYSTAL TABLE LAMPS FOR VIP ROOM**

         Mr. Abdullah Al Sarry’s **villa CUSTOM MADE CRYSTAL CHANDELIERES**

         Barrari Dubai Development Villas **DIFFERENT TYPES OF LIGHT** FIXTURES INDOOR AND OUTDOOR **PROJECT WORTH 13MILLIONS US DOLLARS**

**Education**

***Beirut University College / Lebanese American University                    1978 – 1982***

         Bachelor of Sciences – Business Studies (Marketing & Management)

         Dean’s list