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| MARWANEmail: marwan.387578@2freemail.com **STRATEGY PLANNING & EXECUTION ~MODERN & TRADITIONAL TRADE, ROUTE-TO-MARKET STRATEGY** Expertise in global business development with hands-on experience in coaching the team members, engaging with stakeholders and generating insights through key market & data analytics which positively impact the business performance Career Timeline |
| **Since Sep’17** Teeba Holding Consultancy, Location as Managing Director/ Consultant**Mar’01 to Jun’04** Droguerie Pharaon & Mercury, Beirut as Sales Manager **Jul’04 to Jul’17** Khalil Fattal & Fils, Iraq/Beirut**Jan’91 to Feb’01** M.O. Gandour & Sons., Beirut |
|  Key Impact Areas

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| Business Analysis & Consulting | Corporate Strategy Planning |
|  | Communicator   |
| Business Process Reengineering | Stakeholder Management |
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| Pre-sales Support | Thought Leadership |
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| Market Research & Analytics | Key Account/ Portfolio Mgmt.  |
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| Client Relationship Management | Training & Mentoring / Skills Development  |
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 |  Key SkillsCollaborator  Intuitive  Innovator  |
|  Executive Profile * An established professional with **nearly 28 years** of experience in **Business Analysis, Strategic Consulting, Thought Leadership, P&L Management, Stakeholder Management and Team Management** with key focus on profitability and optimal resource utilization
* **Strategy architect** credited with implementation of innovative, cost-effective initiatives to achieve consistent success in **financial performance, drive growth, improve profits and enhance** performance of teams
* Identified, developed and managed **effective relationships with suppliers** to meet the established cost, quality and delivery targets
* Comprehensive knowledge and understanding of the business model across P**roduction, Cosmetics and FMCG Sales and Marketing across Middle East Region;** leveraged broad subject knowledge in providing analysis on regulatory changes and trends as well as the implications
* **Revenue accelerator** with key contributions in spearheading key project on **Route to Market** with complete ownership that resulted in **augmenting profits for the business unit by 2000%**
* Hands-on experience in consulting practice with proven skills in offering st**rategic insights on problem-solving, gap analysis, risk analysis, and cost-benefit analysis**
* Skilled in collaborating with **C-suite level executives** for gathering & mapping business requirements; catering to high stake accounts while supporting the pre-sales initiatives
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|  Professional Affiliations Seminars & Workshops* Driving Business performance (Nielson 2009)
* Route to Market Project Management (Iraq, Jordan, Syria, Dubai)
* Life Member of the International Association of Business Leaders
* Founder and Charter Member of the Foundation for Human and Humanitarian Rights (Lebanon)
* International Association of Lions Club
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|  Professional Experience**Since Sep’17 with Teeba Holding, Location as Managing Director/ Consultant Levant (Syria, Iraq, Lebanon)****Key Result Areas:*** Conceptualizing business **strategy/ GTM strategy and offering strategic consulting** on problem-solving, gap analysis, risk analysis, and cost-benefit analysis
* Assisting the **pre-sales initiatives by providing responses to RFP/RFQ**; mapping client issues to existing services and identifying new opportunities; supporting the pursuits that drive revenues
* Liaising with **C-suite level executives**, industry associations and other stakeholders for gathering requirement, scoping and documenting business requirements; supporting the high priority accounts clients
* Sharing recommendations & insights regarding future trends in industry & transforming into key market initiatives
* Representing information orally, visually and in writing to the client, implementing solutions mutually agreed upon and developing, **implementing new procedures & processes** ensuring achievement of the client goals and objectives
* Monitoring & controlling operations with **respect to cost, resource deployment, time** overruns and quality compliance to ensure satisfactory execution of the same
* Sharing **recommendations & insights regarding the future trends** in industry and transforming them into key market initiatives

**Jul’04 to Jul’17 with Khalil Fattal & Fils, Iraq/Beirut****Growth Path:**Jan’15 to Jul’17: General Manger / Head of Division - FATTAL/Al Mouyasser IraqJan’12 to Dec’14: Senior Business Unit Manager (Unilever) - Endurance (FATTAL)Jul’08 to Dec’11: Business Manager - Kraft/Cadbury (IPK FATTAL)Jul’04 to Jun’08: Sales Manager - UD Food (FATTAL)**Significant Accomplishments:****As General Manger / Head of Division - FATTAL/Al Mouyasser Iraq*** Formulated and developed market strategies to manage competition, retain existing customers and develop new customers with path breaking products & services
* Delivered verifiable year-after-year success in achieving revenue, profit, and business growth objectives within start-up, turnaround, and rapid-change environments, expanding the revenue base in the market and reaching the top line
* Fused entrepreneurial drive & vision to identify organizational strength/ weaknesses to redirect missions, create new markets & harvest untapped business opportunities
* Conducted statistical analysis to determine potential growth; designed sales performance goals and monitored performance on a regular basis

**As Senior Business Unit Manager (Unilever) - Endurance (FATTAL)*** Managed a brand portfolio worth $35 million annual turnover
* Directed business portfolios, balanced resources, Unilever’s international and regional demands, opportunity, ROI and risk while adhering to organizational policies and protocols
* Supervised sales and marketing manpower as well as the hiring and training of personnel; tracked performance of company’s sales unit (staff, account and regional managers)
* Planned, formulated and implemented marketing strategies and promotions to increase market penetration and to drive revenue and profitability by maximizing sales

**As Business Manager - Kraft/Cadbury (IPK FATTAL)*** Recognised as Best in Class Distributor; achieved highest direct coverage in the Levant region
* Established 2000 perfect stores in the allocated territory

**As Sales Manager - UD Food (FATTAL)*** Ensured checks and controls to reduce the destruction level by 0.4%
* Appointed new suppliers to generate incremental sales
* Accomplished and exceeded volume and profit goals by nurturing partnerships with existing customers
* Conceptualised and executed innovative promotions to enhance brand visibility and a suitable media plan, in coordination with the marketing team and external agencies

**Mar’01 to Jun’04 with Droguerie Pharaon & Mercury, Beirut as Sales Manager** **Jan’91 to Feb’01 with M.O. Gandour & Sons., Beirut** **Growth Path:**Jan’91-Feb’95: Sales RepresentativeFeb’95-Jan’97: Unit Manager (Key Account Specialist)Jan’97-Feb’01: Sales Manager **(Established the Oil refinery business)** Trainings & Certifications* Leadership (Dubai) 2017
* TTT Train the trainer – Phi Management, Accreditation number 13013/MT128- Beirut Lebanon, 2013
* The 4 Basic Roles of a great Manager, MEIRC-Samer Taher, Beirut, 2012
* Coaching and Counselling for Peak Performance, MEIRC-Samer Taher, Beirut, 2012
* Competency based interviewing skills, Hani Aoun, 2011
* Emotional Intelligence, Crossroad Coaches, Johnny el Ghoul, 2011
* Situational Leadership II – Ken Blanchard companies, Starmanship & Associates, Beirut, Lebanon, 2010
* Scotwork Negotiation Skills, Scotwork, Lebanon, 2010
* Driving Business Performance through Retail Audit Analysis, AC Nielsen, Lebanon, 2010
* Strategic Category Management, Glendinning Middle East, Lebanon, 2009
* Financial Management, Chartouni & Partners, Beirut, Lebanon, 2009
* Conflict Management, LCRN, Beirut, Lebanon, 2008
* Presentation Skills, MEIRC Training & Consulting, Beirut, Lebanon, 2008
* Sales Fundamentals, NAT Consulting, Beirut, Lebanon, 2007
* Negotiation Skills, NAT Consulting, Beirut, Lebanon, 2006
* Leader as Coach, University of California, Berkeley, California, USA, 2006
* Induction Program, Fundamental Concepts, Selling & Interactive Skills, Creativity & Lateral Thinking, Fattal, Beirut, 2005
* Time Management Seminar, (Pigier) Beirut, Lebanon, 2000
* Total Quality Imperative (The next generation in Total Quality), (Brain Power), Beirut, Lebanon, 2000

 Education* Bachelors Degree - Business Management, Haigazian University, 1996
* Diploma - Business Management, University of Toledo, 1990

**IT Skills:*** Business Object, Oracle, SAP & Microsoft Office
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