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| MARWAN  Email: [marwan.387578@2freemail.com](mailto: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   |  |  | | --- | --- | | Business Analysis & Consulting | Corporate Strategy Planning | |  | Communicator | | Business Process Reengineering | Stakeholder Management | |  |  | | Pre-sales Support | Thought Leadership | |  |  | | Market Research & Analytics | Key Account/ Portfolio Mgmt. | |  |  | | Client Relationship Management | Training & Mentoring / Skills Development | |  |  | |  |  | | Key Skills    Collaborator  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 | |
| 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 | |
| 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 Iraq  Jan’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 Representative  Feb’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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