

# TEDDY J. ABOURJEILY

Lebanon-Beirut

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*Professional with 14 years of successful management experience combining strategic insight, business acumen and resource planning skills to contribute to organisational growth and profitability. Offering following skill-set:*

- Advertisement Management
- Brand Building & Promotion
- Marketing & Research
- PR Activities
- Competitive/ Strategic Planning
- Direct Mail Marketing
- Public Relations
- Startup Management
- Turnaround Management
- Sales Promotions
- Client Servicing
- Strategic Planning
- New Initiatives
- Quality Control
- Team Leadership

Seeking a **Senior Managerial** position in the **FMCG/ Consumer Durable/ Telecom/ Retail/ Real Estate** industry

## PROFILE AT A GLANCE

### Professional Attributes:

- A proficient **Group Marketing Manager** with hands-on experience in Product Development, Market Research, Market Development, Brand Building, Planning, Budget Management, Training, Sales and Marketing.
- Skilled in reviving operations and cultivating long-term relationships with customers.
- Utilizing excellent interpersonal skills and mentoring ability to motivate and instill drive for better performance.
- Solid track record of efficiently handling liaison with Advertising Agencies/ Media for preparation of electronic/print media plan, PR agencies for development of Internal & External Communication Plan and all its statutory compliances.
- Involved In the Brand Functions and Modern Trade Operations.
- Adept at strategizing operations that trigger business development; this entails designing and execution of promotional events like product launches, Annual Corporate Meetings etc.

### Personality Traits:

- **Strategic Thinker:** Proven ability of developing insightful strategies, capitalizing on capabilities and converting potential into opportunities.
- **Change Agent:** Utilizing result-driven approach and growth-centered mind-set to drive positive change in the organizational culture; believes in leading by example.
- **Persuasive Communicator:** Effective articulation ability; can achieve clarity and persuasively secures buy-in and commitment.

## WORK EXPERIENCE

### Perfomance Inc.

*Business Consultancy and skills development*

**Senior Partner (Jan 2014 till date)**

### Responsibilities:

- ~ A consultation company specialized in performance development of the companies it serves. Starting January 2007 the company expanded and established its Kuwaiti and Lebanese base and through strategic alliances and continues to perform work in the GCC countries reaching Yemen. The company has conducted numerous consultancy projects from complete organization engineering to setting up marketing, sales and HR functions policies, procedures strategies and activities. The company has a strong skills development division that conducted countless tailored training events for diversified industries.
- ~ Extensive experience in working with banks in Kuwait, Qatar and Lebanon.
- ~ Possessed active and on hands experience in a wide array of businesses and markets banking , automotive, jewelry, real estate, fashion manufacturing, NGO's, parking management and Retailing services and many others in Lebanon , GCC, and MENA regions.

**Green Wings co. Wll**

*(A Retail group, owning Anotah one of the leaders in women and kids fashion in the GCC area)*

**Regional Marketing Manager (Jan2011 to Dec 2013)**

**Responsibilities:**

- ~ Responsible for developing and maintaining marketing strategies to meet agreed company objectives.
- ~ Evaluate customer research, market conditions, and competitor data and implement marketing plan alterations as needed.
- ~ Overseeing all marketing, advertising and promotional staff and activities.
- ~ In Charge also of all the business development activities in the region
- ~ Assisting in strategic plans for client demonstrations, presentations, displays, etc.
- ~ Working with regional offices to design and implement prospective and client contact system.
- ~ Developing and managing an effective CRM process including conquest and loyalty.
- ~ Managing customer database and utilizing effective relations with selected customers.

**Achievements:**

- ~ Yearly sales growth by 52%
- ~ Managing a yearly budget of \$2 mio
- ~ Successfully launch five new shops in GCC area
- ~ Successfully managing advertising campaigns in Kuwait, UAE, Bahrain and Qatar
- ~ Successfully launch and manage an E-commerce website.
- ~ Successfully launch a VIP loyalty card for our customers.
- ~ Successfully developed a full e-marketing strategy including SM, SEO, Mobile apps...
- ~ Made the best use of the IT software in hand to get more data and to generate more deals.
- ~ Successfully lead the business expansion efforts into penetrating new markets, and new malls.
- ~ We've been able to add 100% new customer number in our database since I joined.
- ~ We've raised the repetitive clients by 22%.

**Also associated with...**

**AMERICAN INSTITUTE FOR BUSINESS, KUWAIT**, as Instructor (Part time - Sales Management, Branding, Advertising, Marketing Research)

**-AL MASSALEH REAL ESTATE CO., KUWAIT-**

**-AL TAAMEER REAL ESTATE INVESTMENT CO., KUWAIT-**

*(Massaleh is one of the leading real estate companies in Kuwait, having Taameer as hospitality and leisure arm. Both companies are listed in Kuwait Stock Exchange)*

**Group Marketing Manager (2008 to 2010)**

**Responsibilities:**

- ~ Developing marketing strategy depending on the knowledge of organizational policy, market nature, royalty and copyright requirements, and markup and cost factors, to maintain a leading position for the company in the real estate business.
- ~ Developing the annual marketing plan in line with the company's objectives and setting up & managing a marketing team in the specialized marketing areas to support the leasing process.
- ~ Translating business department objectives and strategies to prepare brand portfolio objective, plans, strategies to facilitate the growth of business unit.
- ~ Planning and administering the marketing operations budget of the organization.
- ~ Negotiating with agents to secure correspondences for translating materials into any other media.
- ~ Drawing marketing communication plans and supervising implementation with the marketing team.
- ~ Develop business image, maintaining strong communication & business relationships in the Middle East & Europe markets.
- ~ Assisting in strategic plans for client demonstrations, presentations, displays, etc.
- ~ Working with regional offices to design and implement prospective and client contact system.
- ~ Developing and administering marketing database that includes prospect and client information, access to financial documents and reports, applications of mailing list, etc.
- ~ Developing and managing an effective CRM process including conquest and loyalty.
- ~ Managing customer database and utilizing effective relations with selected customers.
- ~ Coordinating all marketing activities with the group's marketing managers.
- ~ Develop & deliver insightful strategies & presentations to the executive committee & business department where appropriate.

**Achievements:**

- ~ Successfully launched two hotels and one furnished apartments i.e., 5star hotel in Morocco, 4 star hotel in downtown Beirut, and a furnished apartment in Salmiya-Kuwait.

- ~ Successfully developed presentation that helped to get more financing from banks.
- ~ Improved all the collaterals of the company.
- ~ Developed a successful and an effective implementation for a marketing plan for a luxurious residential tower in downtown Beirut.
- ~ Despite the international crisis, 10% increase in our stock traders database in the last two years
- ~ Launch successful advertising campaigns in the MENA region, leading to sell Ramada unit franchise in different countries.

#### **-PERFORMANCE INC., KUWAIT-**

*(Consultancy & Training Company, quickly accelerated through the ranks based on proven campaign management, sales-team leadership, strategic planning and new market development skills.)*

#### **Business Development Manager (2006 - 2008)**

##### **Responsibilities:**

- ~ Followed up new business opportunities and set up meetings, planned and prepared presentations.
- ~ Established & maintained working relationships and oversaw the development of marketing literature.
- ~ Prepared the annual Business Development Plan and the annual Work Plan.
- ~ Led and developed staff by identifying training needs and increased the company's involvement with existing clients.
- ~ Defined & followed up of yearly targets & objectives and developed & implemented strategies for new products and services.
- ~ Provided direction, guidance to the department to ensure alignment with the Company's strategies.
- ~ Functioned as Lead Facilitator both internally and externally.
- ~ Was responsible for building referral and lead generation network, and developing the corporate brand strategy.
- ~ Developed and managed marketing tools and collateral for existing and new clients.
- ~ Implementing business models so as to create new ventures.
- ~ Pro actively establishing communications with businesses that can benefit from the Company's services.

#### **-EXPLORE LEBANON, BEIRUT-**

*(Essential guide for the Lebanese touristic places)*

#### **Marketing Manager (2005 - 2006)**

##### **Responsibilities:**

- ~ Established marketing goals to ensure share of market and profitability of products and/or service.
- ~ Developed and executes marketing plans and programs, both short and long range.
- ~ Developed annual marketing plan in conjunction with sales department and managed the Marketing Department Budget.
- ~ Managed all aspects of print production, receipt and distribution.
- ~ Managed the entire product line life cycle from strategic planning to tactical activities.
- ~ Specified market requirements for current and future products by conducting market research supported by on-going visits to customers and non-customers.
- ~ Analyzed potential partner relationships.

#### **PREVIOUS EMPLOYMENT**

- ♦ **Arcenciel, Beirut**, as Training Center Manager (2001 –2005)  
Successfully dealt with Microsoft to teach 1000 person per year and achieved the target.

#### **EDUCATION**

- ♦ **Masters in Strategic Negotiation and Diplomacy**, ULS and University of Paris 11 (2006)
- ♦ **Bachelor Degree in Business Marketing**, AUST (2004)

#### **TRAININGS & CONFERENCES**

- ♦ Participated and performed lot of trainings due to my previous work in a consultancy and training firm.
- ♦ Participated as member in the Italian Diplomatic Negotiation Team in a conference for Management of Crisis in the Euro-Mediterranean region held in Tangiers-Morocco (2005)
- ♦ Comprehensive training on feasibility study

- ♦ Leadership
- ♦ Boosting Marketing Performance
- ♦ Empowering your sales force

#### **COMPUTER PROFICIENCY**

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- ♦ MS Office Word, Excel, PowerPoint, Outlook and Internet Communication, Knowledge in SAP and CRM Systems.

#### **PERSONAL DETAILS**

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- ♦ Date of Birth: 22 Jan 1981
- ♦ Marital Status: Married (one child)
- ♦ Nationality: Lebanese
- ♦ Fluent in English, Arabic and French

**Excellent references can be furnished upon request**