

Work Experience

Jeenyus Ventures Ltd - Lebanon & Iran

February 2014 - Present

Co-founder and Director, Business Consultancy

Launched Jeenyus Ventures Ltd: A firm that works closely with niche contacts and organisations from investor communities in the MENA to identify and vet opportunities for strategic investments primarily for Lebanon-based investors in entering the Iranian market

- Conducted due diligence on various markets for clients wishing to enter the Iranian market
- Supported in sizing markets depending on the industry and availability of market data
- Assessed each industry's regulatory landscape to assess the viability of the planned projects, and potential accessibility to governmental support

Pars Lian - Tehran, Iran

July 2013 - December 2018

Export Development Manager - Business Development, Specialty Chemical Company

- Identified and recommended new marketing and sales strategies to Managing Director for Iran, while discovering export possibilities for clients in Basra and Sulaymaniyah, Iraq
- Formulated potential client lists for Iran and Iraq, and analyzed competitors' products
- Achieved the weekly and monthly assigned sales target per chemical product
- Prepared weekly and month-end clients' sales reports for Managing Director's review
- Built, maintained, and enhanced strong long-term client relations to become preferred chemical supplier
- Visited clientele to market products, negotiate and close deals

Bell Pottinger - Dubai, United Arab Emirates

March 2013 - May 2013

Trainee: PR Coordinator, PR and Communications Agency

- Scheduled appearances and events
- Contacted media outlets, and brought to the table innovative marketing strategies
- Assisted in project research for clients such as AUJAN, TECOM Investments, the Dubai Government, the Bahrain Economic Development Board, Abu Dhabi Finance, Dunia Finance and additionally the Kuwait specialist political team

NbyN - Beirut, Lebanon

May 2009 - February 2013

Co-founder & Managing Partner, Senior Event Manager, Event Management Company

- Managed and lead a team of 4 employees and delegated tasks to achieve targets
- Organized 2010's landmark event at Beirut's Pangea Beach Resort, with 800 participants and attracted Aristof and Red Bull brands as anchor sponsors
- Organized 2010's milestone Halloween event, "Slaughterhouse," with 1,700 paying customers and attracted anchor sponsors such as Pepsi, Tropicana, Rich Champagne, Chocolate Club, and Time Out Magazine
- Organized promotion of world cup viewership with three renowned venues with 1,000 paying customers

Education

- **Aalto University & Iranian Business School - Helsinki, Finland & Tehran, Iran**
Executive Masters in Business Administration, EMBA **2016 - 2018**
- **Lebanese American University - Beirut, Lebanon** **2007/08 - 2012**
Bachelor of Arts and Sciences Degree in Communication Arts, Radio/TV/Film emphasis

Other

- **Interests:** Entrepreneurship, Business Consultancy, Marketing & Communications, Media, PR, Technology, Event Production & Management, Copywriting
- **Hobbies:** Singing, Songwriting, Acting, Swimming, Basketball and Target range shooting
- **Languages:** Fluent in English, Arabic, and Farsi