



LINDA SAAB

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Objective

Seeking a hyper growth business development role where my previous experience can be of mutual benefits.

EXPERIENCE

AstroLabs | *Tech Hub co-working space and Entrepreneurship academy in Dubai and Riyadh*

Growth and Business Development Manager

May '18 - Present /Remote position with frequent Travel

- Lead growth and Business development efforts on Regional and Global Level for Dubai and Riyadh.
- Initiate Strategic Regional Partnerships such as Webrazzi in Turkey, Business France in Dubai-Saudi and Singapore Enterprises and many more....
- Outreach to Startup Studios and VC' regionally and globally.
- Define Business Strategy for growth.
- Built Global Network Partnerships to build channels in different tech hub cities.
- BDM Trips to Dubai and Turkey.
- I was part of Stage panel under segment Global segment for growth at Webrazzi Summit 18 in Turkey.
- Lead ground presence in all exhibitions and tech related conferences such as Gitex, Webrazzi, Step conference and others
- Promote AstroLabs Academy in Beirut and secure Regional corporate trainings.
- Increase viable Licensed membership applications by 40% within two-months of enrolment.
- Increase leads due to personal network efforts.
- Organize Networking Meetups such as Iftar events and others.

Solidiance | *Marketing & Growth Strategy Consultancy Firm*

Business Development Executive

Jan '17 – June '17 / Beirut, Lebanon

- Initiated all cold calling lead generation in the GCC from Beirut.
- Market Research in the News in different Industry.
- Organized BDD campaigns in the GCC with Key Decision Makers.
- Foster and Build quality relationships with clients.
- Network and open doors.

Hellofood/Foodpanda | *Rocket Internet*

Country Manager/Director of Sales & Marketing

April '14 – Jan '16 / Beirut, Lebanon

- Initiated all market initiatives in line with the appropriate partners.
- Lead “Hellofood” startup initiatives in Lebanon as partnerships and overall launch.
- Recruited, trained and managed the team.
- Defined action plans to create strong relationships with local Triple A such as Pizza Hut.
- Coordinated all country activities with Finance and Marketing department’s location in the head office.
- Increased delivery traffic through appropriate joint marketing campaigns with Triple A partners.
- Communicated on weekly basis with Rocket Internet head office to stay up to date with the platform guidelines.
- Monitored all country orders and followed up on complaints from customer service in relation to merchants who failed to deliver on time as per agreement.

Cridea Impact | *Digital Marketing Agency*

Business Development Manager

May '13 – Nov '13 / Dubai, UAE

- Negotiate client’s proposals based on their strategy and requirements.
- Built tailor-made proposals providing customized solutions based on client needs.
- Manage the projects between the customers and our team.
- Define strategies to develop new business.
- Foster and build quality relationships with clients.
- Close Sales Deals and supervise project implementation.

LivingSocial

Senior Executive Consultant Levant

Feb '11 – Oct '12 / Beirut, Lebanon

- Part of the successful Regional “Go Nabbit” startup that was acquired by LivingSocial.
- Provided SMEs with an E-commerce platform to reach an expanded consumer target base.
- Responsible for negotiating and closing the sales deal configuration.
- Fostered and built quality and mutually profitable business relationships.
- Conducted continuous research on local and regional competition.
- Generated set revenues on monthly and quarterly basis.
- Increased the company’s market share.

Other

June '06 – March '10 | District Manager at Melrose Place Company | U.S.A

Aug '04—Jul '06 | Sr. Sales & Marketing Manager | Habtoor Hospitality - Sin El Fil, Lebanon

Education

May 2013 Digital Marketing Institute (DMI), Dubai, Digital Marketing Diploma.

1998-2003 AUCE University, Lebanon, BA, International Hospitality Management.

Languages

Fluent in English, Spanish, Arabic and French