

Reda Taher

MBA

Personal Information

Email address: redataher@live.com
Phone number: +961 70 427 417
Date of Birth: September 25th, 1993
Gender: Male
Nationality: Lebanese
Marital Status: Single

Education

Jul 2016	Bachelor Degree in International Business Management Lebanese International University (LIU), Beirut
Feb 2018 - Present	Masters in Business Administration - Marketing and Business Management Lebanese International University (LIU), Beirut

Profile

Experienced in Management, Product Knowledge, Brand Awareness and Administration with a demonstrated history of working in the retail industry in the Lebanese Market and a highly talented FMCG expert. Professional user of many computer software's like Microsoft Office suite (Excel, Office, Outlook, & PowerPoint). Strong Administrative professional with proven leadership and organizational skills having a Bachelor's degree focused in International Business Management from Lebanese International University.

Work Experience

Sep 2018 - Jun 2019	Sales Executive Levant foodies distribution, Beirut, Lebanon <ul style="list-style-type: none">Responsible for Managing and operating main accounts all over Lebanon:<ul style="list-style-type: none">Hypermarkets (Carrefour, Spinneys, etc)Supermarkets (Charcutier Aoun, Fahed, etc)Mini Markets (Maison M, Goodies, etc)HORECA (Le Gray Hotel, Hilton Hotel, Radisson, Kitchen Confidential)Achieve Annual and monthly sales targets, activity plans, and implementation plans;Responsible for operational leadership and assume full P&L responsibility for all contract relationships between brands and customers;New Product launch and implementation process;Ensure Brand sustainability in the market share in all channels by achieving target and delivering profitable growth;Sales Collection Tracking and achieve collection targets;Handling Main Key Accounts requests related to brands(s) complaints, problem solving, order setting and deliveries;Fulfill job role by being fully in the market visiting clients regularly, attend client premises through building and maintaining businesses partnership;Manage Brands Portfolio and present all brands for accounts professionally to reflect the brands image.
May - Sep 2018	FMCG Department - Dry Food Section Supervisor Carrefour Hypermarkets, City Center, Beirut, Lebanon

May 2017 - Apr 2018

FMCG Department -DPH Section Supervisor

Carrefour Hypermarkets, City Center, Beirut, Lebanon

- Targeting the market sales and business by creating new event, keeping asset and store in a good appearance;
- Obtain plans from display designers or display managers and discuss their implementation with agencies and suppliers;
- Maintain effective working relationships with top management, managers, suppliers and staff;
- Reporting to the Top-Management, in addition of reporting daily activity to Retail Business Managers;
- Agree with Manager on focused strategies and customer development plans;
- Screen, search and establish contact with potential suppliers;
- Meeting monthly target;
- Managing and leading experienced team of staff and merchandisers;
- Follow company rules and protocols governing top product placement activities;
- Profit organization that maximize the company income considering the commercial role;
- Responsible for identifying new commercial activities and driving business growth;
- Maintaining, developing and ordering new supplies and goods regularly;
- Handling staff schedules on a weekly basis;
- Evaluate team performance and ensure continuous development and production;
- Identify slow moving items and sleeping stocks to help promote their sales;
- Propose and implement new display concepts for new items to attract customers and optimize sales;
- Follow up on the sales evolution of new items, families and propose price reductions for old range items;
- Communicating internally competitors' events that may have an impact on our business.

Aug 2015 - May 2017

FMCG Department -DPH Section Merchandiser

Carrefour Hypermarkets, City Center, Beirut, Lebanon

- A team member of FMCG department;
- Organising and Managing large inventory comprised up to 15,000 line items including purchasing and distribution of stock;
- Maintaining accurate financial records and generating reports;
- Order new supplies and product stock;
- Direct contact with suppliers and merchandisers;
- Responsible to assure attractive and smart display at section area;
- Cover the supervisor responsibilities when requested;
- Prepare daily sales transactions and other reports when requested from the line section manager.

Under-Graduate Work Experience

Sep 2013 - Apr 2014	Branch In charge Salloum Tech Logistics shop, Salim Slem Bridge, Beirut, Lebanon. <ul style="list-style-type: none">▪ Western Union;▪ Express courier;▪ Tickets reservation;▪ Mobiles phones related;▪ Insurance express station.
Jul - Aug 2013	Account Sales Consultant Integra Company (Al-Waseet, Al-Balad and Layalina Newspapers), Lebanon.
Apr - Jun 2013	Outdoor Sales Consultant Hayat Drugs Store, Saad Nayel, Bekaa, Lebanon.
Jun - Nov 2012	Cashier Barbar Restaurant, Spears, Beirut, Lebanon.
Jun - Nov 2011	Waiter and Cashier Movenpick Hotel and resort at the Hemingway and Square Restaurants, Beirut, Lebanon.

Technical Skills, Strengths and Others

- Strong results driver, oriented and decisive person;
- Organization skills and attention to detail;
- Motivated at work, productive under pressure and meeting deadlines submissions;
- High team work spirit and can handle work-load on my own when required;
- Problem understanding and solving skills;
- Fluent in both English and Arabic;
- Microsoft office;
- Gima Logali;
- Lebanese Driving License.

References

Available Upon request