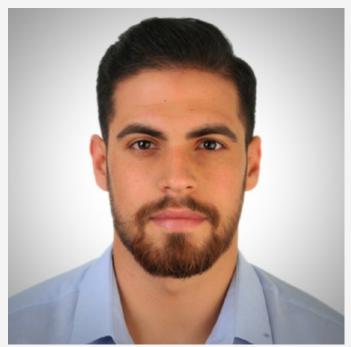
# Ali Obeid

## P.Industrial Engineer / Brand Management

Professional Industrial Engineer with 8+ years of experience in operations, management, procurement and brands development. Outgoing and detail-oriented, proficient at executing projects, leading teams and maintaining professional relationships.





## **Personal Info**

#### **Address**

Abi Taleb Street Hadath, Beirut Lebanon

#### **Phone**

+96170669639

#### E-mail

Aliobb65@gmail.com

### Date of birth

25 November 1992

### **Marital status**

Single



## **Skills**

Innovative & Resourceful

Team Developer

**Excellent Troubleshooting skills** 

**Excellent Persuasive skills** 

**Excellent Communication skills** 

**Excellent Leadership** 

Strong organizational, Analytical, & Documentation skills



## **Software**

Mini-tab

Statistical

Software

Microsoft Project





present

## **Experience**

# Dec 2018 - Field Manager

### Huawei Technologies - China

- Acts as a day-to-day contact for field clients, demonstrating in-depth knowledge of client's business, industry trends and competitive landscape.
- Maintains consistent call and travel frequency to visit field clients across brand/marketing and sales.
- Collaborates internally with cross functional departments and other account team members to hire and grow talent pool.
- Manages field execution to achieve business objectives and KPI goals while reinforcing partnership with field clients.
- Delivers guidance and support to assigned team members, managing activity for their respective markets.
- Manages all expenses and budgets with quarterly review.
- Works closely with other Regional Field Managers to ensure consistency across regions fostering an environment of collaboration, creativity and support.
- Manages monthly and quarterly performance to produce business performance recaps and communicates results to key stakeholders on a regular cadence.
- Ensures all program / sales goals are met and proactively reports feedback to the country manager.
- Works with Account Manager to develop Quarterly Business Plans.
- Drives and implements the vision of brand building initiatives inclusive of management / distribution of approved marketing materials.
- Conducts market analysis to track performance at the brand, region and individual level.
- Identifies opportunities for growth through competitive, channel and/or consumer insights and presents intelligence to the team / greater organization and aid in the development of innovative programs and ideas.
- Responsible for developing the knowledge and skills of the company's workforce by conducting ongoing training and workshops.

# Nov 2017 - Retail Manager

**Dec 2018** 

## Paul & Shark

- Translate brand strategies into brand plans, brand positioning, and go-to-market strategies.
- Lead creative development and create a motivating stimulus to get the targeted population to "take action".
- Analyze past sales patterns to anticipate trends in consumer buying patterns manage all aspect of the merchandise; Run sales reports, Review profit and Loss Statements.
- Develop seasonal and long-term category and vendor strategy; Manage all aspects of the merchandise offering, including selection, negotiation, promotion, and disposition; timely placement of new/reorders

Microsoft Visio	••••
Surfcam	••••
Catia	••••
Java	••••
Arena Simulation	••••
Microsoft Office Expert knowledge	of the entire
AutoCad	••••
Languages	
Arabic	• • • • • Native
English	Fluent
Spanish	••000

- Establish performance specifications, cost and price parameters, market applications and sales estimates.
- Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs).
- Monitor market trends, research consumer markets, and competitors' activities to identify opportunities and key issues.
- Oversee marketing and advertising activities to ensure consistency with product line strategy.
- Align the company with the brand's direction, choices, and tactics.
- Develop business strategies to raise our customers' pool, expand store traffic and optimize profitability.
- Meet sales goals by training, motivating, mentoring and providing feedback to sales staff.
- Complete stores administration and ensure compliance with policies and procedures.
- Conduct personnel performance appraisals to assess training needs and build career paths.

## **Store Manager**

#### Nike

Sep 2011 -

Nov 2017

Intermediate

- Reporting weekly to Area Manager, including the evaluation of staff members, products movement, stock management and overall activities (problems, staff, new opportunities...).
- Achieving financial objectives by preparing an annual budget; expenditures; analyzing variances; initiating corrective actions.
- Identify current and future customer requirements by establishing rapport with potential and actual customers and other persons in a to understand service requirements.
- Purchasing and buying seasonal collection and products for the store, and working closely with our Marketing and Retail team to identify products for amplified marketing and merchandising prioritization.
- Complete store operational requirements by scheduling and assigning employees; following up on work results.
- Maintain store staff job results by coaching, counseling, and disciplining employees; planning, monitoring, and appraising job results.
- Ensure the availability of merchandise and services by approving contracts; maintaining inventories.
- Protect employees and customers by providing a safe and clean store environment.
- Maintain the stability and reputation of the store by complying with legal requirements.
- Determine marketing strategy changes by reviewing operating and financial statements and departmental sales records.
- Launching and opening local and international stores (7 Stores).
- Member of the team responsible for processing stores inventories held every year.

## Jan 2010 - Fashion Consultant Aug 2011 *Guess*

• Enhances staff accomplishments and competence by planning the delivery of solutions; answering technical and procedural questions for less experienced team members; teaching improved processes; mentoring team members.

- Sells products by establishing contact and developing relationships with prospects; recommending solutions.
- Maintains relationships with clients by providing support, information, and guidance; researching and recommending new opportunities; recommending profit and service improvements.
- Identifies product improvements or new products by remaining current on industry trends, market activities, and competitors.
- Prepares reports by collecting, analyzing, and summarizing information.
- Maintains quality service by establishing and enforcing organization standards.



## **Education**

Sep 2015 - Lebanese International University

**Jun 2017** Master in Industrial Engineering, 2017

Sep 2011 - Lebanese International University

**Jun 2015** Bachelor in Industrial Engineering, 2015



# **Certificates**

Mar 2018 Neuro-linguistic programming (NLP)

Mar 2018 Training of Trainers (TOT)

Mar 2018 Public Speaker



## **Conferences**

Mar 2014 LAAS International Science Conference



## Interests

Former Professional Football Player

**Certified Personal Trainer** 

Member of the IEEE organization (Head Office USA)

Leader of Industrial Engineers at Lebanese International University (2014 - 2015)



Bassam Hussein, Ph.D., P. Eng., Phone no: +961 71747190

Amin A. Haj-Ali, Ph.D., MCITPM, Tel: +961 70751125

Ziad Khoury, Retail Director, Phone no: +961 3874751