



# Antoine Abboud

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## Profile

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The strong sales & marketing skills acquired throughout many years of experience, coupled with my extensive technical knowledge, team player ability, and strong communication and negotiation skills put me in a unique position and enables me to provide an added value to the organization.

## Work experience

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### Teltac Worldwide

November 2013 — September 2018

Project & Marketing Manager

#### Twigo Mobile App ([www.twigo.com](http://www.twigo.com))

Teltac Worldwide is a leader in wholesale VOIP calls and is expanding into the retails business, thus began the idea of Twigo, a mobile VOIP application that cater for the people who are looking for an app that has no compromise, it provide unparalleled privacy, the best audio quality available in the market, extremely competitive price for international calls, along with free app to app calls.

#### Responsibilities

- Recruited & managed all the design, development, technical and marketing teams.
- Managed & implemented the general rules and policies for the design, user interface, user experience, back-end architecture, including UI/UX
- Implemented the payment gateway for both platforms along with the anti fraud policies.
- Provided market analysis and segmentation.
- Managed the online marketing campaign and identified target markets.
- Implemented the customer support program and developed the support team skills

#### Achievements

- Developed the project from a simple idea on a piece of paper to a full fledged application for Android & IOS.
- Ran a successful online campaign in various geographical locations to promote Twigo and generate sales.
- **Sold the Twigo app license to MVNO operator** (and more on the way) as they found out that it fits perfectly into their ecosystem, either from a technical point of view or from a performance & audio quality perspective.
- Provide customer support for the MVNO operator for the Twigo app.

### Wholesales SMS for ZoneVoice

ZoneVoice is a sister company to Teltac Worldwide and is developing a new line of business, wholesale SMS

- Liaise with different wholesale SMS providers (Europe, USA, Asia & Africa).

- Review and sign the bilateral contracts with the providers.
- manage the technical team and make sure that the interconnections are up and running with the new providers.
- generate price lists for the customers.
- Maintain constant contact with the sales teams of the various providers and identify potential leads.

## Middle East Telecommunications (MEATEL)

February 2008 — October 2013

### Account Director

Meatel deliver specialized products and services for the major network operators and large organization throughout the region. with a diversified portfolio ranging from network infrastructure to rich media solutions.

### Responsibilities

- Provide complex solutions including active & passive equipments (repeaters, antennas, microwaves, cables, etc...)
- provided 3G & 4G coverage solution for mobile operators.
- Provided after-sales support and maintenance for all the equipment sold to the operators.
- Product manager for POLYCOM voice and video collaboration solutions.
- Implemented turnkey Video Conferencing solutions for multinational companies and universities including multiyear support and maintenance.

### Client Portfolio

- Telecom: ALFA telecom - Ericsson - Camusat & various telecom suppliers and vendors in the region.
- Video Conferencing: AUB - LAU - NDU - Dar el Handassah - UN - Holcim - Majid Al Futaim - ESCWA.

### Achievements

- Developed excellent relations with Major telecom suppliers/providers, local and international
- Met and exceeded all sales and performance target set by the management and the partners.
- provided excellent track record in customer satisfaction related to the after-sales support and maintenance.
- Established excellent relations with multinational suppliers including: Andrew/Commscope - Spinner GmbH - Microlab - NSN - Powerwave - Serta - Kathrein - Remotek - Polycom - FVC.

## Automation & Computer Technologies. (ACT)

July 2005 — January 2008

### Corporate Sales Consultant

ACT is one of leading companies in the region in high end corporate solutions. Having multiple branches & customers across the MENA region

- Maintain and expand the local client portfolio, Provide Turn key solution
- provided sales, support and maintenance for SUN servers/storage & HP servers & storage
- Identified sales leads
- Mature sales leads into successful sales & support contracts.

### Clients Portfolio

- Equant – Solidere – MEA – Indevco – Pepsi Co. – Americana – AUB – LAU – NDU – IDM – Terranet – Cyberia.

## PC World Lebanon

November 2002 — June 2005

### Network & IT Solution Consultant

### Responsibilities

- Pre and post sales Solution Specialist for enterprise clients.
- Assists the sales teams in successfully closing the contracts by providing innovative solutions.

## Fiberlink Networks - ISP

October 2000 — September 2002

Corporate Sales Consultant

Fiberlink Networks (now Mobi) is one of the leading ISPs in Lebanon in corporate clients.

- Corporate Sales
- Account management, customer need analysis & solution development
- Marketing of new products.
- after sales support

## Destinations of the world

September 1999 — September 2000

Sales Executive

DOTW / WorldNet Hotels, is a multinational company that provides wholesale worldwide hotel reservations to travel agents and tour operators.

Responsibilities

- Sales
- Marketing of new products
- Coaching (internal & external)

## Academic

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Degree in Business Management

1990 — 1995

NDU

High School Degree

1987 — 1990

College des Apotres - Jounieh

## Skills

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- Advanced knowledge in Adobe Photoshop.
- MCSE & MCT
- Guru Selling and Closing Mantra Seminars.

## Languages

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English, French and Arabic: Fluently read, spoken and written.

## References

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Available upon request

## Interests

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Enthusiast photographer