



HAITHAM ABOU ASSAF

ABOUT ME

A business development and sales professional with 13+ years of experience in banking sector, life insurance industry, and hospitality. Goal oriented with high achievement drive, consistently exceeding targets while keeping a customer centric approach. Multilingual and culturally sensitive aiming to leverage my abilities to successfully fill the job at your company.

2017-present

CERTIFICATIONS

FLMI
ARA
ACS
ALMI

2011-2017

CONTACT

(0961) 70626969
Haitham.abouassaf@hotmail.
com

2007-2011

EDUCATION

Sagesse University
2013 - 2015 | Executive Masters

Beirut Arab University
2006 - 2010 | Business Management

EXPERIENCE

Blom Bank Credit Relationship Officer

- Managed a portfolio of existing complex loan and deposits relationships while increasing new business in the banks region by 18% in the first year.
- Increased customer retention by 27% and grew granted facilities to reach the \$1.5m mark.
- Approving or rejecting loan requests, based on credibility and potential revenues and losses.

MetLife Business Development Manager

- Supervised 2 agencies, more than 60 agents; reached the \$1m mark agency with 35% growth in less than 1 year.
- Exceeded FY and renewal objectives in all product lines for 2 consecutive years (>\$3.5m).
- Successfully lead the "fast track" project to start up a greenfield agency and established a full model in 12 months with 1 agency leader, 3 unit managers, 25 agents and \$500k in FY business.

Movenpick Hotels & Resorts Health Club Supervisor

- Supervised a facility with over than 400 members ; increased memberships by 25% in the first year and Exceeded the personal training targets for 4 consecutive years (>\$300k).
- Effectively lead outdoors boot camp activities and attained the target while decreasing the cost by 30%.