

NADER TAHER

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Holder of Dubai Residence Permit

EDUCATION

- 2018-2019 Imperial College Business School, London, U.K.**
MSc Innovation, Entrepreneurship, & Management, graduated with Merit
Developed multiple business plans to launch companies in the F&B & E-commerce industries
Engaged in a consulting project developing a market entry strategy for a private jet business
- 2012-2015 American University of Beirut, Lebanon**
Bachelor of Business Administration, concentration in Marketing, GPA: 3.5/4.0, Honour listed
- 2005-2012 International College, Beirut, Lebanon**
International Baccalaureate Diploma, GPA: 84/100, graduated with Honours

WORK EXPERIENCE

- 2017-2018 Nestlé Dubai, U.A.E.**
Key Account Specialist
 - Worked on the largest account (Carrefour) with sales greater than AED 250M
 - Supervised a team of 12 merchandisers
 - Implemented creative ideas in the market that utilized unused market space to drive sales
 - Mastered Nestlé's data analytics software and coached team members on the program
 - Utilized data analysis techniques to refine promotional, budget, and category management plans that helped drive same store growth by 6%
- 2015-2017 Nestlé Abu Dhabi, U.A.E.**
Field Sales Representative
 - Responsible for Nestlé's 2nd largest account (Lulu) achieving sales AED 150M
 - Supervised a team of 10 merchandisers
 - Surpassed growth target for the key account (+5% FY 2016 vs FY 2015)
 - Reduced financial & accounting disputes with the customer by 99%, an account record
 - Developed sales and budget plans, some of which were presented to C-suite executives
- 2015-2015 Publicis Beirut, Lebanon**
Communications Executive
 - Led on key accounts including Fransabank, TSC, and Nestle Pure Life
 - Developed strategies to tackle new pitches and created ad campaigns

ACHIEVEMENTS

- 2014-2014 Consumer Behavior, Comparison Study on Generations Y and Z**
 - Conducted a project for leading ad agency Leo Burnett and won best project and speaker

ADDITIONAL SKILLS

Computer Skills: Data Analysis, G-Suite, Microsoft Office, Photo Editing, Tableau
Language Skills: English (Native), Arabic (Fluent), French (Beginner)
Other: Account Management, Business Development, Coaching, Communication, Customer Relationship Management, Negotiation, Organization, Problem Solving, Public Speaking, Time Management, B2B Sales, Team Building, Valid U.A.E. & Lebanon driving license

EXTRA CURRICULAR ACTIVITIES

- 2015-2015 AUB Honey Day, Organizer Beirut, Lebanon**
 - Co-Led a 30-member team organizing AUB's annual honey day, selling extracted honey, and creating a marketing campaign leading to record profits of over \$3,000
- 2015-2015 AUB Outdoors Sponsorship Team, Member Beirut, Lebanon**
 - Selected as part of a 10-person team to negotiate deals, build client relations, and achieve Outdoors' \$100,000 target
 - Secured 14% of the team target as well as closing the largest deal
- 2013-2015 AUB Rugby League Team, Varsity Member Beirut, Lebanon**
 - Played in the national collegiate league, won the 2014/15 National Collegiate Championship