



RAYAN FAKIH

BUSINESS DEVELOPMENT EXECUTIVE

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BEIRUT

SUMMARY

Experienced Business Development Manager with experience working in real estate and telecommunication. **Experienced in Customer Service serving different industries and markets. Worked to develop an ERM software specifically designed to serve customers, improve retention and increase customer satisfaction KPIs.**

Skilled in Sales Growth, Negotiation, Business Planning, Feasibility Studies and Team Building. Proven expertise in new market penetration to ensure sustainable revenue growth

Strong entrepreneurial experience with a clear understanding of startup growth principles such as Lean Growth and Agility

WORK EXPERIENCE

2019- Present: Head of Business Development - WinLeb

Winleb is a leading ISP company in Lebanon with a strong and up to date infrastructure.

ACHIEVED 26% SALES GROWTH IN 2019.

- Oversee the day to day management of a team of 35 people.
- Build short and long-term strategies for business development.
- Devise and implement sales strategies across the business.
- Implement new business initiatives across business and sales teams.
- Work closely with team members to generate up-sell large corporate accounts.
- Identify sales opportunities as a result of market changes.
- Devise and implement a sales incentives plan to motivate the sales team to achieve targets and improve performance.
- Form strategic partnerships with corporations to leverage their networks such as Facebook, Google, Apple, Akamai, and AWS.
- Flip the company's customer base by replacing risky clients with high revenue clients.
- **Collaborate with the marketing team to promote high return products and support the sales team to reach their targets.**
- **Monitor customer satisfaction with existing clients to ensure retention.**
- **Guide and train the customer service department on a script to improve customer satisfaction KPIs.**
- **Encourage proactivity of the customer support team to decrease ticketing numbers.**
- **Design and develop internally an ERM software suitable for ISPs (in-progress, to be sold separately for the international market as a new product).**
- Track the sales pipeline and revenue forecast sheet.

2017- 2018: Business Development Consultant - Pixis

Pixis is an online platform that aims to become the college counselor of the future and to transform career guidance through the use of AI and data science. The platform uses the framework developed by the UN and follow the SDGs.

DEVELOPED AND PITCHED TWO SUCCESSFUL FUNDING ROUNDS OF A TOTAL OF 2.5 MILLION DOLLARS.

2016- 2017: Business Development Consultant - Bieres et Shopes

Bieres et Shopes is a bar, restaurant and retail shop serving over 1000 beers from all over the world.

INCREASED TURN OVER FROM 1.2 MILLION EUROS TO 2.7 MILLION EUROS IN A YEAR.

2010 - 2016: Business Development & Sales Manager - Bremco SAL

Bremco is a leading provider of fully Integrated Facility Management (IFM), Property Management, Operation and Maintenance engineering (O&M) and other support services.

ACHIEVED AN AVERAGE OF 140% OF SALES TARGETS FOR THE YEAR.

2012 - 2018: Partner/Business Development - Eventures LLC

Eventures is a company created by 4 Lebanese entrepreneurs who created concepts around seasonal sports and entertainment.

ACHIEVED A TURN OVER OF 3 MILLION DOLLARS IN 3 YEARS

2005 - 2006: Project Manager - DPNA & National Democratic Institute (NDI)

2004- 2005: Assistant Manager - DPNA & National Endowment for Democracy (NED)

EDUCATION

Licence, Business & Economics, Lille1 France (2007 - 2010)

BA Political Science - International Affairs (2002 - 2006)

SKILLS

Strategic Planning
Revenue Enhancement
Solution Selling
Operational Excellence
Relationship Building
Financial Due Diligence
Communication
Resource Allocation
Competitive Intelligence

SKILLS

Sales
Property Management
Customer & Staff Relations
Product Education
Research & Analysis
Project Management
Process Improvement
Team Leadership

TECH PROFICIENCY

Microsoft Office
Hubspot
Salesforce
Adobe Photoshop & Illustrator