

MICHAEL ASWAD

PROFESSIONAL EXPERIENCE

Aug 2019 – Present: ArabNet

Innovations Programs Consultant

The role heads the 'Innovations Programs Unit' one of Arabnet's fastest growing 3 business lines that focuses on creating new events based on the clients' objectives. Projects include full-fledged events, hackathons, sourcing startups for corporates, corporate innovation programs, workshops, competitions, trainings, matchmaking events, etc.

- Lead generation for new projects with existing pool of clients and new clients including governmental RFQ portals
- A large proportion of the role is focused on proposal development and building new complete and unique deck that meets the client's objectives including full pricing and budgeting for the project.
- Pitching and meetings negotiations and lobbying are part of the process to achieving successful results.
- Client servicing at a high level to ensure the quality of what has been promised to the client is achieved masterfully.
- Some client Projects: Hackathons for Dubai Internet City and Ministry of Communications in Qatar; Ibtakir Monshaat Saudi Arabia; Touch Innovation Program for Touch, managed by Zain, Lebanon; Sourcing Startups for Pepsi; Hyundai Startup Competition, Lebanon; Workshops for UNDP, Omantel ICT Summit, Oman; Mobily Developer Forum Saudi Arabia etc..

Aug 2015 – Present: ArabNet

Head of Business Development

- Built the strategy for the Business Development Department to continue to ensure sustainable future growth
- Managed a team of 5 to ensure a sustainable, dynamic and efficient in the department. The team continues to grow and is looking for 2 more recruits.
- Built and managed relationships with key partners in 4 major markets Saudi Arabia, UAE, Lebanon and Kuwait and have worked on smaller projects in Egypt, Oman and Qatar
- Managed over 20 large conferences (over 1500 pax) and 5 white-label projects
- Worked with clients like Hyundai, ICT Qatar and Smart Dubai Office, Choueri Group, OMD, Publicis, IBM, Central Bank of Lebanon, Saudi Telecom Company (STC), Al Ghanim industries, Dubai SME, Dubai Chamber of Commerce, Pepsi,
- Created new products for the company, such as "Synergy" a platform for startups and corporates to connect.

CITIZENSHIPS

USA – Lebanon

SPECIALTIES

- Sales
- Event Management
- Project Management
- Digital
- Entrepreneurship
- Technology
- Negotiation

LANGUAGES

- Fluent in spoken and written English
- Good in spoken Arabic
- Fair in spoken French
- Beginner German.

AWARDS

- First Place in the Dali (G. Tamer Holding) Marketing Campaign Competition in 2009.
- First place and Best Stand in High School marketing fair competition

COMPUTER SKILLS

- Microsoft Office Suite (Word, Excel, Power Point etc.)
- Gmail Business Tools
- Streak, Asana
- Familiar with software programs such as SPSS and @Risk

HOBBIES

Swimming; Tennis; Gym;
Reading. Skiing. Planning Events,
Running

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Aug 2012 – Aug 2015: ArabNet

Business Development Manager

- Worked closely with the CEO to lead business development
- Managed a team of three to ensure a sustainable and continuous revenue stream
- Negotiated, built and managed relationships with sponsors and key partners
- Managed 8 conferences and
- Created new products for the company, such as the TechFair, White Label Events
- Achieved an average of 60% YoY growth

Oct 2010 – Aug 2012: International Fairs and Promotions (IFP)

International Market Coordinator

- Worked closely with the country managers in the IMS department (International Marketing and Sales Department) to attract international participation to IFP's 40 annual trade shows in Iraq and Qatar
- Analyzed market dynamics and trends to ensure better provision of future events
- Maintained contact with trade associations to bolster support for the projects
- Completed 10 exhibitions and trade shows in different industry verticals/regions

Feb – Jun 2010: Expeditors International, Dubai – Cairo

Management Trainee

- Experienced hands-on training on the entire scope of supply chain services such as distribution, export and import of air, sea and land shipments
- Ensured stock levels are monitored monthly after receiving sales reports from distributors and provide future forecast of shipments
- Maintain list of SKUs currently available and support marketing with the launch of new SKUs

EDUCATION

2005 – 2010: American University of Beirut - Lebanon

B.B.A Bachelors in Business Administration – AACSB Accreditation (top 5% of business schools in the world)

Graduated with a double major: Marketing & Supply Chain Management

Minor: Psychology

1991 – 2005: Al Mawakeb School - UAE

High School Diploma - Holder of a "Certificate of Equivalence" equal to the "Lebanese Baccalaureate, part II in General Science" Graduated with Distinction.

SUMMER INTERNSHIPS

Jul – Sep 2008: Grey Worldwide, Beit Mery, Lebanon

Jun – Aug 2007: International Fairs and Promotions (IFP)

COMMUNITY ACTIVITIES

2009 - 2012: Dar Ilham Wa Yusuf Al Ghanim (Orphanage), Lebanon

2005 & 2006, Jul– Aug: Broumana High School, Lebanon

Volunteer

Summer Camp Monitor