

Paul NAKHLE

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Professional Experience

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| Date: | From April 2016 – Present |
| Location | Beirut |
| Company | Kettaneh sarl/ Société Alaabi |
| Position | Sales Manager/ Export Manager GCC and Middle East Areas |
| Description | <p>Responsible of the following brands: Evenflo, Hauck, Munchkin, Sassy, Skip Hop, Simba Dickie Group, Miniland, World's Apart, Lisciani, Nebulous Stars, New Bright, Top Bright.</p> <p>In Lebanon:</p> <ul style="list-style-type: none">✓ Develop a business plan and sales strategy for the market that ensures attainment of company sales goals and profitability.✓ Responsible for the performance and development of the Account Managers.✓ Prepares action plans by individuals as well as by team for effective search of sales leads and prospects.✓ Assist in the development and implementation of marketing plans as needed.✓ Provide timely, accurate, competitive pricing on all completed prospect applications submitted for pricing and approval, while striving to maintain maximum profit margin.✓ Maintain accurate records of all pricings, sales, and activity reports submitted by Account Managers.✓ Recruit, test, and hire Account Managers based on criteria agreed upon by senior management.✓ Conduct regular coaching and counselling with Account Managers to build motivation and selling skills. <p>In GCC and Middle East areas:</p> <ul style="list-style-type: none">✓ Responsible of the following markets: UAE, Saudi Arabia, Jordan, Kuwait, Egypt, Iran, Morocco, Algeria, Iraq, Cote d'Ivoire, and Syria.✓ Responsible of all the sales cycle from order management to dispatches to affiliates.✓ Develop sales strategies, tactics, and marketing plans to support order intake.✓ Prospection of new market opportunities in above mentioned countries.✓ Prepare contracts and proposals to ensure successful sales outcome. |

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| Date: | From September 2010- March 2016 |
| Location | Lebanon |
| Company | STP Trading |
| Position | Brand Manager (BUD Business Unit Development Manager) |
| Description | <ul style="list-style-type: none"> ✓ Responsible of the following brands: Simba Dickie Group, New Bright, Totum, Giochi Presiozi, Lexibook, Alex, Melissa & Doug, Revell, Leap Frog, Keenway, Brevi, Nubi, Thermobaby, Vulli, BabyMoov. ✓ Implement operational strategies as per the company's Strategic Business Plans ✓ Employee development training and employee daily follow up ✓ Management Representative for the QMS ✓ Performance management and improvement of the system ✓ Planning of all the operations: Pricing strategy, retail prices and margins; Negotiating with suppliers to ensure the best possible deal and maximize the margins; Keeping close contact with suppliers; Follow up with customers ✓ Development of new products and new international markets (Jordan, Dubai, Africa...) ✓ Ensuring that all objectives are met, set achievable goals for each department and perform reporting systems ✓ Advise the management team on key planning issues and make recommendations on important business decisions. ✓ Conduct regular meetings with department heads to ensure that priorities are clear and coordination is good. ✓ Attending conferences and exhibitions to review new products and to uncover new sales and marketing initiatives |

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| Date: | From April 2005- August 2010 |
| Location | Lebanon |
| Company | Noni Liban sal member of G. Tamer Holding |
| Position | Brand Manager |
| Description | <ul style="list-style-type: none"> ✓ Manage 12 luxury brands of toys on the Lebanese market: Playmobil, Ravensburger, Smoby,Ecoiffier, Lexibook, Nikko, BAO etc. ✓ Attending internationals Toy fair and dealing with the suppliers ✓ Propose a business and marketing plan by brand ✓ Plan the sales of the brand on a monthly basis ✓ Establish the target of the sales representative of every distribution channel ✓ Study the market and the competitors ✓ Set up the price structure ✓ Prepare the toys' orders for every season ✓ Organize sales training for the sales team ✓ Increase the brand awareness at the end consumer. Co promotion. Joint promotion |

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| Date: | From November 2004 - April 2005 |
| Location | Dubai |
| Company | Crown House Group |
| Position | Assistant Manager and Marketing Consultant |
| Description | <ul style="list-style-type: none"> ✓ Prospection of new clients ✓ Planning and communicating Crown House name in Dubai ✓ Recruitments and internal formations ✓ Interventions in public meetings ✓ Study of Dubai markets and opportunities |

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| Date: | From February 2003 - November 2004 |
| Location | Lebanon |
| Company | Crown House Group |
| Position | Marketing Consultant |
| Description | <ul style="list-style-type: none"> ✓ Prospecting of new clients ✓ Sales Projects achieved: Oma Senisot – Burkina Faso - Promoteam Lebanon - Hajj Concept- Rbeiz Impress - Gamma Engineering - Tropicana Foods Industry |

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| Date: | From March 2002 – January 2003 |
| Location | Beirut |
| Company | Medi resto |
| Position | Purchasing Manager |
| Description | <ul style="list-style-type: none"> ✓ Managing the purchase process of the restaurant and handling the stock. |

Education

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| Institution | University of Quebec – Chicoutimi- Canada |
| Date: : | 2003 |
| Degree(s) or Diploma(s) obtained: | Bachelor in Business Administration |

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| Institution | ISEC (Institut Supérieur des Etudes Commerciales) - Lebanon |
| Date: : | 2003 |
| Degree(s) or Diploma(s) obtained: | Expert in Marketing and Advertising |

Language Skills (Mark 1 to 5 for competence, 5= very good)

| Language | Reading | Speaking | Writing |
|------------------------|----------------|-----------------|----------------|
| French | 4 | 4 | 4 |
| English | 5 | 5 | 5 |
| Arabic (mother tongue) | 5 | 5 | 5 |

Other Skills (Mark 1 to 5 for competence, 5= very good)

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| Computer literacy | Microsoft Project | Microsoft office applications | SAP |
| | 5 | 5 | 4 |

Accredited Trainings, Professional Workshops and Fairs

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| Date: | From June 2016 – December 2016 |
| Location | Kettaneh – WIN sales and marketing program |
| Activity | Consultative Sales Certification Professional Sales Management Coaching period over 6 months. |

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| Date: | February 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013 |
| Location | Nuremberg- Germany/ International Toy Fair |
| Activity | Meet new suppliers Conduct a business reviews with the existing suppliers Check the novelties Place orders Discuss marketing activities for the new season Participate in the Global Toy Conference and the Toy Business Forum |

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| Date: | September 2011, 2012 |
| Location | Cologne- Germany/ The fair Kind + Jugend |
| Activity | Meet new suppliers Conduct a business reviews with the existing suppliers Check the novelties Place orders Discuss marketing activities for the new season |

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| Date: | October 2012 |
| Location | Dubai- Simba Group- Professional Workshop |
| Certificate | How to start operating with Simba Group Development of new strategies to lead the Lebanese market |

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| Date: | October 2008 |
| Location | Hong Kong Toys and Games Fair |
| Activity | Meet new suppliers Conduct a business reviews with the existing suppliers Check the novelties Place orders Discuss marketing activities for the new season |

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| Date: | September 2007 |
| Location | Ravens burg- Germany/ Ravensburger Professional Workshop |
| Certificate | Products knowledge training Marketing strategies Distribution strategies Christmas media plan |

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| Date: | October 2002- June 2004 |
| Location | Lebanon- UQAC- CEC |
| Certificate | Advanced Selling Strategies- Starmanship- Raja Haddad Synthèse in Marketing Interview Gestion des ressources humaines- Modèles et Applications Le développement d'une campagne de communication- publicité efficace Entrepreneurship et gestion de P.M.E Offre de Service Mission de consultation Essentiel de la gestion de projet |

References are available upon request