

# MICHEL RAHEB

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## EXECUTIVE SUMMARY

13 years' experience in sales and marketing with exceptional positive and determined approach to research and analyze new business opportunities- Strong problem solving and Negotiation Skills. Provide creative solutions by designing, developing, and securing deployment of strategies. Fluent in English, French, and Arabic; Academic background includes a BS in Business Management.

## CAPABILITIES AND SKILLS

- New Business Development
- P&L Management
- Strategic Planning
- Operations Management
- Key Account Management
- Sales & Contract negotiations
- Turnaround & High-Growth Strategies
- Customer Experience & Relationship Management
- Budgeting & Forecasting
- Cost Saving and Transformation Strategies

## PROFESSIONAL SUMMARY

May 2018 – PRESENT

**GOMOBILE SAL |LEBANON**  
BRAND MANAGER – HONOR

### ➤ MARKETING:

- Lead Field-force team on the brand activities and data collection.
- Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, return-on-investment and profit-loss projections.
- Shape and communicating Honor's vision & mission in Lebanon.
- Develop pricing strategies and balance customer satisfaction.
- Measure and reporting performance of all marketing campaigns.
- Monitor and analyzing information data.
- Translate brand elements into plans and go-to-market strategies
- Identify, developing, and evaluating marketing strategy, based on knowledge of establishment objectives, market characteristics, competition and cost and markup factors.
- Monitor market trends, research consumer markets and competitors' activities.
- Coordinate and participating in promotional activities and trade shows, working with developers, advertisers, and production managers, to market products and services.

### ➤ SALES:

- Oversee a sales force team
- Create comprehensive account strategies and plans to highlight revenues at risk, areas of growth and opportunities, and competitor displacement opportunities.
- Monitor product distribution and consumer reactions
- Establish performance specifications, cost, price parameters and sales estimates
- Direct the hiring, training, and performance evaluations of marketing and sales staff and oversee their daily activities.
- Lead complex negotiating contracts to manage product distribution.

- Identify emerging markets and market shifts while being fully aware of new products and competition status

**January 2017 – February 2018**

**The Heart of Europe | UAE - DUBAI**

**Business Development Manager**

- Assist sellers in how to best promote their properties to attract advantageous offers
- Advertise properties through a variety of marketing techniques.
- Evaluate the clients' desires and economic capabilities to discover the appropriate suggestions.
- Mediate the dealings between sellers and buyers ensuring good conduct and the honest exchange of information towards a beneficial understanding.
- Develop base for long-term sources of clients by using referrals, occupational, and special-interest groups to compile lists of prospects.
- Invent and adopt a variety of techniques and strategies to resolve all types of business problems.
- Verify data and analyze it to find out solutions to make modifications in the policy or existing insurance.

**October 2015 - November 2016**

**BRIGHT STAR | UAE - DUBAI**

**Sales and Marketing Manager**

- Set the Construction Material sales direction including vision, strategy, competitive environment, short and long term needs.
- Construct customer database and business plans aligning with marketing, production, and logistic capabilities, to meet the revenue and profit plans of the company.
- Ensure sales and marketing plan implementation- tracks, pushes and motivates sales team and team managers, reports & evaluates the progress together with the sales teams and adjusts the plan.
- Coordinate all marketing event with sales team. Ensuring end customers adhere to the company strategy. Proposing adequate marketing changes if deviation from customer vision
- Conduct market and competitor analysis. Analyzing competitor marketing strategy and proposing adaptation to company marketing plan
- Establish personal contact with key customers and regularly monitors the handling of large accounts.
- Monitor the sales and the products stock on daily basis.

**January 2010 – April 2015**

**Libano-Suisse | Lebanon**

➤ **Sales Manager (Life Insurance)**

- Supervise all activities of the Inside Sales Producers in their daily sales activity including, but not limited to coaching & mentoring sales producers regarding product knowledge; value propositions.
- Close techniques; sales messaging; overcoming objections; new business prospecting, create effective call outlines and talking points for inbound and outbound calls; and policy delivery.
- Develop training programs to continually build upon sales team knowledge of value props, products, competitors, ensure sales staff are kept informed of changes in insurance law affecting the client base and overall industry and market.
- Recruit staff including: Interviewing, hiring, and training employees.
- Monitor performance levels of staff including gauging performance and progress, establish goals, plan, assign, and direct work; communicate vision; appraise performance; and professional development

➤ **Unit manager (Life and Non-Life insurance)**

- Provide consumers and businesses with life insurance, accident & health insurance, retirement planning, and wealth management solutions.

- Customize insurance programs to suit individual customers, often covering a variety of risks.
- Manage marketing and sale of various types of insurance policies to business and individuals, including automobile, fire, life, property, medical insurance.

## **December 2006 – December 2010      Arope Insurance | Lebanon**

### **➤ Senior Sales and Marketing Executive (Life and Non-Life insurance)**

- Operate within the core values and operating principles for the organization, the Sales Manager develops a sales culture and leads a team of licensed sales agents responsible for the sale of Life Insurance products in a call center environment.
- Responsible for all production related activities, including, but not limited to, meeting all sales quotas, operating efficiencies, compliance with policy and procedure along with performance development of agent staff.

### **➤ Direct Sales and Marketing Executive (Life and Non-Life insurance)**

- Call on policyholders to deliver and explain policy, to analyze insurance program and suggest additions or changes, or to change beneficiaries.
- Calculate premiums and establish payment method. - Customize insurance programs to suit individual customers, often covering a variety of risks.
- Manage sale and marketing of various types of insurance policies to businesses and individuals, including automobile, fire, life, property, medical insurance, and specialized policies.

## **ACADEMIC ACHIEVEMENTS**

- BS Business Management - American University of Science and Technology - Beirut (Lebanon 2006)
- BACC 2 and Primary and Secondary Education - College Sacre-Coeur Gemayze (Beirut – 2003)

## **PROFESSIONAL DEVELOPMENT**

- Managerial coaching program (WYDNER COACHIN)
- Business Management Training Microsoft Office Suite,

## **SKILLS AND INTERESTS**

Languages:

English, Arabic, and French (Fluent)

Interests and hobbies:

Football – Music – Reading

## **REFERENCES**

References available upon request