

Jad Hicham Bou Reslan

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PROFILE: AUB graduate and Lebanon-based founder and CEO of (i) Coucou Supermarche, an innovative high-end grocery retail concept, and (ii) Trihaus Sarl, a state-of-the-art 3D printing Café, with 8+ years' experience in concept and brand development, finance and operations, strategic thinking, sales and marketing, and business development.

OBJECTIVE: Seeking a full-time position at a leading FMCG firm with an entrepreneurial culture, which promotes innovation and creativity and offers me the opportunity to expand my experience and enhance the skillset I acquired whilst operating and managing my two ventures.

EXPERIENCE:

Coucou Supermarche
JAFICO SAL | CEO
Beirut, Lebanon (January 2016 - Present)

- Overseeing the day-to-day operations of our two branches and managing a team of 20+ employees
- Developing monthly sales and profitability projections factoring seasonality and promotions
- Developing/executing growth and cost-cutting strategies to meet sales targets and improve profitability
- Reviewing financial and non-financial reports to devise solutions and improvements
- Built trust-worthy relationships with local partners/suppliers to streamline growth
- Managed the procurement process with suppliers and negotiated pricing and compensation
- Built marketing campaigns on online and offline platforms to promote the Brand

Trihaus Sarl
Chief Executive Officer | Founder
Beirut, Lebanon (January 2016 – September 2018)
Trihaus was the FIRST state-of-the-art 3D Printing Cafe in Beirut, Lebanon

- Developing the Café concept from scratch, sourcing suppliers, and negotiating deals
- Preparing the business plan and projections and successfully securing a business loan from a local bank
- Establishing partnerships with architecture and design firms for brand awareness and business development
- Creating strategic additional (high-margin) revenue streams to increase topline and bottom-line results

Specialized Finishing Company
Business Development Manager | Co-Founder
Riyadh, Saudi Arabia (February 2011-January 2016)

- Finishing construction work based in Saudi Arabia
- Handled the day to day operations of the company ranging from quotations to execution works
- Prepared invoices submitted to the Main Contractor
- Working with prestigious clients including Aramco & Saudi Bin Laden Group

Deloitte and Touche
Bakr Abulkhair & Co. | Internship
Riyadh, Saudi Arabia (June 20, 2010-Aug 20, 2010)

- Assisted in the audit of various firms and banks in different industries
- Interpreted and organized financial data for audit purposes
- Revised audit reports and financial statements

EDUCATION: **American University of Beirut, Lebanon**
Bachelor in Business Administration – Finance
Date of Graduation: June 2011

- Member of AUB Outdoors 2007/2009
- Vice President of the Communication Club 2007/2008
- Students Representative Council (SRC) 2006/2007

LANGUAGES: Fluent in English and Arabic; basic knowledge in French.

INTERESTS/HOBBIES: Reading/Basketball/Travelling