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INTRODUCTION

Passionate about driving business growth and exceeding targets, I thrive on developing comprehensive strategies that propel companies to new heights. With a proven track record in Marketing, Brand Experience, Brand Management, Business Development Management (B2B), Retail Sales and Franchise Development.

WHAT SETS ME APART

I believe in continuously improving my skills and staying ahead of the curve. By integrating cutting-edge tools and software, harnessing the power of business intelligence, and leveraging my in-depth understanding of sales psychology, I develop highly converting outbound and inbound processes. My ability to identify industry events, establish strategic partnerships, and implement persuasive go-to-market strategies ensures consistent growth and success.

PROFESSIONAL EXPERIENCE

2023 - Current **FADEL** — Software Company (Saas)
Sales Manager

Beirut, NYC, London

FADEL, a London Stock Exchange AIM listed (ticker: FADL), a software company and innovator of brand compliance, rights management, and royalty billing software. We work with leading companies like Disney, Marvel, Pearson, PepsiCo, Coke and L'Oréal across media, advertising, consumer goods, publishing, and high-tech. By automating rights management for digital media (video, photos, content etc.) and streamlining licensing workflows, FADEL empowers clients to maximize revenues, increase efficiencies, and stay compliant. Founded in 2003, FADEL is headquartered in New York City, with offices in Los Angeles, London, Paris, and Beirut.

Duties:

- Sales & Marketing Strategy Development – Collaborated with the executive team to develop and execute strategic sales and marketing plans, aligning with business goals and market opportunities.
- Lead Generation and Prospecting
- Sales Pipeline Management – Managed and optimized the sales pipeline using CRM tools to track leads, opportunities, and deal stages, ensuring consistent and accurate forecasting.
- Client Relationship Building – Built and nurtured long-term relationships with key decision-makers at enterprise-level accounts to increase customer retention and drive upselling opportunities.
- Negotiation and Closing – Led contract negotiations with clients, managing terms, pricing, and timelines to secure mutually beneficial agreements and close high-value deals.
- Team Leadership and Training – Managed and mentored a sales team, conducting regular performance reviews, providing training on sales techniques, and fostering a high-performance culture.
- Market and Competitor Analysis – Conducted thorough market research and competitor analysis to refine sales pitches and identify opportunities for product differentiation.
- Product Demos and Presentations – Delivered engaging and effective product demonstrations and sales presentations to potential clients, showcasing how the software meets their business needs.
- Cross-Functional Collaboration – Worked closely with the product development, marketing, and customer success teams to ensure alignment between product offerings and customer requirements.

- Sales Reporting and KPIs – Monitored and reported on sales performance metrics, including revenue growth, conversion rates, and customer acquisition costs, to inform leadership and adjust strategies.
- Go-To-Market strategies and implementations
- Quarterly calendar planning of events, exhibitions & shows to attend (online and in person)
- Quarterly campaigns planning and execution – targeting specific industries
- Data analysis of metrics of social campaigns and BDRs activities
- Software: Social channels, LinkedIn Sales Navigator, Zoom Info, Sales Loft, Sales Force
- Team trainings

Skills and Expertise:

- Business & Sales Development Strategy & Execution
- Marketing Strategy
- Team Management (Beirut & London)
- International Sales (North America, Australia & Europe)
- Software Demos
- Training

2022 – 2023 **ORIGIN** – Marketing Agency
Business Development Manager

Beirut, Dubai, Riyadh

Origin is a brand experience and marketing agency that brings brands and culture together. Partners in many projects with Accenture and our main client is NEOM, SAUDIA AIRLINES and PIF. With a belief that culture drives commerce, we leverage shared values and ideas to inform strategy and design, creating experiences that inspire life and inspire action.

Duties:

- Orchestrated a results-oriented 1-year business development strategy, aligning short-term (3 months), medium-term (6 months), and long-term (12 months) goals to maximize growth and revenue.
- Brand Building Projects by giving inspiring input for Brand Strategy and Corporate Identity
- Brand Activations by giving inspiring input for website development and mobile app development specially on the UX strategies & user flow charts
- Brand Engagement strategies for all our client by giving input regarding ATL, BTL and TTL activations
- Strengthened partnership with Accenture, securing additional projects and exploring new avenues for collaboration.
- Pioneered market expansion efforts, establishing operational presence in Saudi Arabia, UAE, Qatar and Bahrain, generating substantial leads, and initiating market entry plans for other GCC countries.
- Implemented efficient daily, weekly, and monthly team meetings, fostering collaboration, accountability, and driving performance.
- Created accurate and insightful reports for top management, enabling data-driven decision-making.

Skills and Expertise:

- Strategic Planning and Execution
- Sales Training and Techniques
- Marketing & Communication Strategies
- Market Research and Analysis
- Partnership Development
- CRM Integration and Business Intelligence
- Competitive Analysis and Mystery Shopping
- Client Onboarding and Relationship Management
- Lead Qualification and Conversion
- Event Planning and Prioritization
- Innovative Sales Channel Development

Maliks is one of the biggest retail group in Lebanon having 40+ branches. Specialized in Office Supplies, Stationery, Art Materials, Electronics, Printings and Books. **Doculand** is a sister company focusing corporates selling office supplies and printings. Doculand is located in Lebanon, Jordan, Nigeria and Congo – Brazzaville.

Summary:

- General Manager for DOCULAND sarl company (Lebanon, Jordan and Nigeria)
- Board Member of the Group (Maliks, Doculand, Lab88 & Gizmo)
- Head of Sales and Marketing Committee of the group
- Member in the Strategic Committee of the group
- Head of Services & Printing Department of Maliks & Doculand (Responsible of Procurement of machinery & consumables, Retail and Corporate Sales and Training of staff)
- Head of Franchise Development Department of the group

Achievements:

- Created the Franchise Department from scratch and succeeded in selling 10+ franchises locally and internationally
- Project Manager of MALIKS MOBILE APPLICATION (e-commerce) with very remarkable features
- Project Manager of MALIKS and DOCULAND Website Development (e-commerce)
- Reached high number of followers on Maliks & Doculand Social Media pages
- Created the INTERANET APPLICATION to internal communications & operations
- Created the Graphic and Printing Academy where I allocated trainers to do continuous training for all Graphic designers and printing operators (new joiners and old employees)
- Project Manager for several Corporate & Retail projects
- Head of IT related issues for the group (Technology)
- Booth Manager in several International & Local Exhibitions

Duties

- **Sales & Marketing Department:**
 - ✓ Created the E-commerce Mobile application from scratch, Updated the website of both Maliks.com and Doculand.com.lb
 - ✓ Social Media Management of Maliks & Doculand Pages on IG, FB and LinkedIn
 - ✓ ATL activations (TV, Radio and OOH), BTL activations (Exhibitions, cross brands partnerships and in-store), and TTL activations (Digital marketing)
 - ✓ Digital Marketing (social media, google and all online platforms)
 - ✓ Managing Account Executives (outdoor salesmen) of the company
 - ✓ Forecasting annual, quarterly and monthly revenue streams.
 - ✓ Developing plans to ensure revenue growth in all company's products and services.
 - ✓ Providing quarterly results assessments of branch managers and sales staff's productivity as per their KPIs.
 - ✓ Educating the team of all levels (managerial and employees) by establishing training programs in the areas of new account sales and growth, sales of emerging products and multi-product sales, profitability, improved presentation strategies and competitive strategies
 - ✓ Marketing plan suggestion and assessment to match the KPIs and target set
- **Franchising Department:**
 - ✓ Created the Franchising Department in the group from scratch. All the Legal documents, Operations manuals, Structural and Financial Planning, Strategy, Marketing, Sales, and Training.
 - ✓ Responsible for the Leads generation, prospecting and negotiating the franchise contracts.
 - ✓ Marketing the Franchise concept regionally by advertising online, and by exhibiting in the top Franchise Exhibitions that take place in the MENA and GCC region.
 - ✓ Feasibility study.

- ✓ Quarterly visits to each franchise (Lebanon, Jordan, and Nigeria for the time being) to follow up on the overall plan.
- **Services (Printing) Department:**
 - ✓ Purchasing of Printing & Finishing machines for 40+ branches locally and internationally (Lebanon, Jordan & Nigeria) by attending international fairs in Europe and GCC region.
 - ✓ Negotiating for best consumables, spare parts and machinery prices, Volume Rebates
 - ✓ Forecasting annual, quarterly and monthly revenue streams of this division
 - ✓ Providing quarterly results assessments of 150+ team members productivity as per the KPIs.
 - ✓ Educating sales team by establishing training programs in the areas of new account sales and growth, sales of emerging
 - ✓ products and multi-product sales, profitability, improved presentation strategies, competitive strategies, proper use and level of
 - ✓ sales support, management of expenses and business/financial issues on contracts.

EDUCATION

(2015): ***Masters in Business Administration, Business Studies, MBA at The Open Universities in UK and Lebanon***

Graduated with distinction (CGPA: 3.25)

(2012): ***Bachelor in Business Administration, Business Studies, BA at The Open Universities in UK and Lebanon***

Graduated with distinction (CGPA: 2.81)

LANGUAGES

Arabic (Native), English (Fluent), French (working knowledge)

SKILLS

Advanced knowledge of Microsoft office, CRM (Sales Force, Sales Loft, Pipedrive, O365 Dynamics, Zoom Info and Zoho), ERP, social media, and Internet

Certifications

- EOS – Entrepreneurial Operating System
- Artificial Intelligence Empowerment for CEOs
- The Rockefeller Event – Strategy and Execution
- Growth Profit Workshop
- Supercharge your Sales & Using Metrics to Drive Profitability - RETAIL
- Franchising Focus
- Aikido Management – Leadership Through Balance
- Achieving Sales Mastery
- Business Negotiations
- Digital Marketing

MEMBERSHIPS

- Board Member in **Lebanese Graduates from British Universities Association (LGBU)**
- Member in **Lebanese Franchise Association (LFA)**