



Salam EL TANNIR

Veteran Sales and Operations Executive



Beirut - Lebanon



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Background

A highly reputed senior sales & operations executive with solid business management, strategic planning capabilities, negotiation skills and a passionate leader.

A proven track record spanning over 20+ years of experience in different industries. Developing long-term strategic relations with key business partners with a deep understanding of the region's market(s) dynamics.

Core Competencies

- Achievement-oriented professional with solid experience in management, sales & operations
- Regional exposure with in-depth understanding of the various countries' markets
- Highly skilled in team management, decision making & strategic planning
- Solid man management skills, whilst engaging & guiding the team
- Expert in defining priorities, delegating tasks & following up throughout to ensure success
- Business development with the ability to react quickly to emergent situations
- Strong negotiation & persuasive skills
- Ability to communicate openly & persuasively with different parties on all levels
- Self-driven, pro-active, result-driven, passionate & inspiring leader with an entrepreneurial drive
- Fluent in 3 languages: French, English & Arabic

Professional Experience

April 2019 - Present

Sales & Operations Manager

Green Glory SARL - Lebanon

- Drove daily sales on both local & export fronts to reach set targets
- Grew the export network by many folds by identifying new business opportunities
- Involved in preparing costing & profitability for local and international tenders
- Set up, implemented and managed rules & procedures to manage clients credit limits, terms & profitability

May 2014 - April 2019

Sales Manager - Local & Export

Oriental Paper Products SARL - Lebanon

- Grew the network for both local and export markets through new business wins, regional clients' budget consolidation, wider product offering and improved buying conditions
- Set up new policies and procedures related to monthly stocking, sales reporting for all export clients & communication amongst departments (production/ logistics/ accounting) for better outcome whilst amending the commission scheme accordingly
- Foreseen yearly sales exports and defined shipments schedules to facilitate production planning & raw material forecasting
- Managed all stock replenishment orders, ensured adequate stock levels availability and identified slow moving items and took corrective actions
- Re-structured the local network and sales team geographical allocation to increase market share
- Recommended changes and improvement of the business plan
- Actively involved in new products development to strengthen portfolio

June 2011 - May 2014

Co-Founder & General Manager

Touch of Royalty - Lebanon

Brand Ambassador

Misaki (Monaco) & Parejo (Spain) - 4 Years

- Represented the brands within the MENA region
- Appointed distributors &/or retailers in MENA markets
- Developed marketing strategies to increase brand awareness and enhance conversion of the target audience

Business Development - Consultant

Natural SARL (Lebanon - 1 Year)

Pamco SARL (Lebanon - 1 Year)

- Defined guidelines for brand identity and marketing claims
- Challenged sales plans per region and marketed alternative sales channels to partners
- Monitored brands' stock levels and enforced corrective actions whilst classifying by dormant, slow moving discontinued & regular. Recommended/ implemented necessary actions to reduce &/or liquidate

Educational Background & Trainings

- BS - Business Marketing (Lebanese American University) – 1997
- Negotiation Skills – 2005
- Leadership - 2006
- Leadership+ - 2006
- KPIs The Key to Measure Any Business - 2007
- LEAP Leadership skills & Performance Management– ESA Paris 2007
- Interviewing Skills - 2009

June 2004 - June 2011

June 2010 - June 2011

Chalhoub Group – UAE Headquarter

Operation Manager

Chaumet Middle East FZCO

Financial Management

- Reported to both parties involved in the JV - Chaumet Paris & Chalhoub
- Identified new investment opportunities and recommended new cash strategies
- Ensured effective utilization of long- and short-term debt, including refinancing, purchasing and sales
- Developed, monitored and oversaw the company's budget and financials
- Improved profitability of existing retail outlets
- Maintained close oversight on administration and insured accuracy of records including accounts payable, receivable & inventory

Planning Administration

- Provided leadership and vision to the organization by assisting the board with the development of annual, long & short terms business plans and with the evaluation and reporting on progress for both retail and wholesale activities
- Finalized development plan for the Middle East, North Africa and Indian continent regions
- Developed and monitored the implementation of goals, objectives, policies, procedures and work standards
- Reviewed shops & brands performance to ensure healthy growth

HR Management

- Recruited company and projects staff and coached team members

Marketing & PR

- Managed marketing plans for both retail and wholesale activities
- Oversaw content, production and distribution of all marketing and publicity materials
- Managed press development

June 2004 - June 2010

Division Manager - Gifts & Watches

Chalhoub Inc. FZE

- Developed and oversaw the division budget & financials ensuring achievement of set targets
- Improved profitability by renegotiating terms with main suppliers
- Evaluated effectiveness of the division by validating the final P&L
- Adjusted division expenses in order to meet the budgeted profitability
- Approved brand mix and oversaw smooth implementation of opening, closing and refurbishment of shops. Often involved with the buying process
- Set objectives and budgets for team members and ensured achievement
- Ensured proper development and recognition of Talents within the division
- Recruited new clients and accounts to ensure dynamic growth of the brands
- Devised points of sales in terms of location, profitability, exposure and market share
- Implemented global, regional Marketing strategies & Merchandising guidelines in the region
- Co-built marketing plans for the different brands and markets

June 2001 - May 2004

Area Sales Manager

Smith & Nephew FZE - UAE

- Managed the marketing and commercial activities in the Middle East and Iran
- Successfully introduced a range of products in Iran and created a brand image that offsets the price premium
- Finalized price structures and retail price positioning across the different countries
- Set up contingency plans to address forthcoming economic and political fluctuations
- Drove the sales force to achieve higher sales targets while maintaining a constantly growing and profitable business

Oct 1997 - June 2001

Product Specialist

Gulf Medical Co. - Saudi Arabia

- Received the company's highest sales award for two years in a row
- Developed yearly marketing and action plans to enhance sales
- Conducted training courses and orientation programs for all Gulf Medical Co. new recruits