

MARC A. HARB

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Marital status: married • Date of birth: 06/05/1977

SUMMARY OF QUALIFICATIONS

20 years of experience working with top-notch companies, expanding regional business, with solid insights in areas of Sales & Marketing and Business Development, while displaying ability to lead, creativity & innovation in leadership roles to develop and improve business efficiencies throughout the career; seeking challenging opportunities to lead business strategy development with reputed organization in FMCG.

Functional Skills includes:

Strategy Planning / Market Research / Analysis / Market Penetration / Market Development / Expansion / Trade Marketing / Key Account Management / Brand Creation / Development / Product Promotion / ALT& BTL activities / Distribution Channel Network / New Initiatives / Set-ups / P&L / Techno-Commercial Operations / Cost Control / Budgeting / Resource Utilization / Team Leadership / Management / Thinking / Problem – Solving / Creativity & Innovation OOB / Initiative & Follow / Priority Setting / Communication / Working effectively with Others / Leadership.

EDUCATION

LEBANESE AMERICAN UNIVERSITY, Beirut, Lebanon
Bachelor of Industrial Engineering, June 2001.

LEBANESE AMERICAN UNIVERSITY, CSRD
Certification, Reliability Management, May 1999.

LEBANESE MILITARY SCHOOL, Beirut, Lebanon
Certification, Lieutenant, June 2004.

LANGUAGES

Fluent in English, French and Arabic.

COMPUTER SKILLS

Microsoft Word, Excel, Power Point and Project Planner, Oracle, AutoCAD, Lingo, Primavera, Insight, GPS - GIS.

CITIZENSHIP

Canadian, Lebanese.

EXPERIENCE

Sky Joud, GCC, Africa, Levant.

Sales, distribution and development for: Procter & Gamble – Bel Groupe – Mondelez – Mondelez – Panasonic.

Regional Director of Sales, Marketing & Business Development, Full Time 31/05/2017 until now.

- Creating annual operating Group business plan with budgets and plans.
 - Defining sales strategy and objectives of the operation in the below regions:
 - East Africa cluster: Tanzania – Rwanda – Burundi.
 - Middle & West Africa cluster: Cameroun – Chad – DRC – Congo – RCA – Gabon.
 - GCC – Levant: Levantia & Sky Joud operations.
- Finding and allocating best suitable partners and distributors in the area.
- Managing roll out and go to market plans in the above regions.
- Daily follow ups with sales and marketing teams on ground.
- Developing, monitoring and reporting sales & profitability in each region.
- Coordinating, and developing long term relationships with all suppliers.
- Establishing E-com platforms by country.

KIDZ sal, KidzMondo, Beirut, Lebanon, Turkey, UAE, Qatar.

Edutainment project first in Lebanon – replica of a real life for kids.

Regional Director of Sales & Business Development, Full Time, 01/01/11 until 30/05/2017. (7 years)

- Developing the team, recruiting, creating the concept with feasibility study in Lebanon.
- Finding and allocating best suitable Marketing partners (40M \$), retail outlets and F&B partners – finalizing legal agreements.
- Monitor design and deliverables from engineers and architects to open on time. Synchronize with each marketing partner.
- Creating marketing - online media plan from ground-breaking launch until pre-opening, opening and post-opening.
- Marketing partners (mainly FMCG) account management, cross promotions, advertising strategy with clientele analysis for each partner. Adjusting new business strategies to meet changing market and competitive conditions.
- Developing strategic long term variable marketing programs with each marketing partner over the year.
- Preparing the sales team with a sales presentation kit and a sales plan to target all type of channels (**schools / birthdays / corporate / NGO's**) created e-commerce sales department.
- Developing the business plan and feasibility studies in similar countries mainly Abu Dhabi, Istanbul, Qatar & others.
- Finalized franchise booklets and package (12 modules) for 4 franchises.

PATCHI INTERNATIONAL, Beirut, Lebanon.

Chocolate Industry and Distribution (chocolate – giftware – art de table – furniture's – antiques).

Commercial Director, Full Time, 01/04/09 until 01/01/2011. (2 years)

- Justifying all new investments and expansions: new outlets, new factory, fleet, warehouses, and software's.
- Established new sales structures diagram and workflow at factory, sales trainings, channels identifications, contracts with trade.
- Preparing the annual operating plan: Sales planning and forecast Budget supervision and Stock analysis.
- Worked with the team on achieving targets, salary scale. Synchronizing all work between all departments with new JD's.
- Analyzed and studied all competing products, with respective marketing strategies discounts and contracts with suppliers.
- Orders with all suppliers, profit and loss analysis, pricing, costing.
- Implementing same strategies in KSA, Syria and Egypt with adequate training to respective teams.

PEPSICO INTERNATIONAL, Beirut, Lebanon, Syria.

Food & Beverage Industry and Distribution (Pepsi/7up/Mirinda – Aquafina – Tropicana – Lays - and others).

Country Franchising Operation Manager, Full Time, 01/05/07 until 01/04/09 (2 years).

- Worked with the bottler's team on achieving targets, gaining shares and distribution.
- Justifying all the new investments: plant lines, trucks, coolers, marketing programs, discounts, promotions.
- Established new sales structures, sales trainings, channels identifications, contracts with trade.
- Preparing the annual operating plan: Sales planning and forecast, Budget supervision and Stock analysis.
- Analyzed and studied all competing products (pricing and distribution) by brand and by sku's.

KHALIL FATTAL & FILS, Beirut, Lebanon.

Distribution of Foog & Beverage (Dewar's – Absolut – President - Heinz – Lindt - Evian - Volvic – Badoit and others).

National Sales Manager, Full Time, 01/05/04 until 01/05/07 (3 years).

- Handling all the On – trade territory, Sales and Marketing. Monitored performance of customer's sales, events and promotions.
- Managed, controlled and followed up the entire sales force channels of food and beverages.
- Worked on ensuring availability of goods, guaranteeing quality, efficient logistics and dedicated customer services.
- Sales planning in determining sales forecast, Budget supervision and Stock analysis.
- Analyzed and studied all competing products brand and by sku's.

LIBAN LAIT, CANDIA – YOPLAIT, Beirut, Lebanon.

Dairy Products Industry and Distribution (Candia – Yoplait).

Distribution Manager, Full Time, 01/01/02 until 01/03/04 (2.5 years).

- Organized and allocated all retail outlets on all routes related to distribution, and on a second step optimized the entire network.
- Implemented the GIS project. Used maps and GPS tracking machines, where all retail outlets were located on the corresponding routes.
- Implemented the PDA project. Managing all sales men. Learned and trained them to use the PDA, proposed new modifications, and updates.
- Issuing management reports: route analysis, territorial penetration as well as distribution analysis and route performance on a monthly basis.

INTERNSHIPS

MERILL LYNCH, Beirut, Lebanon. Internship, Summer 2001.

Investment Bank.

- Learned about investment strategies, asset allocation, asset diversification, mutual funds and equities.
- Established client's profile, evaluated client's risk analysis and proposed a portfolio management.

THERMOPLAST, Roumieh Beirut, Lebanon. Internship, Summer 2000.

Plastic Bags Industry.

- Scheduled six months production and planned inventory requirements to reduce costs, maximize cash flow and ensure consistent supply of components.
- Performed statistical quality control test to identify, analyze and cure non-conformities.

KASSATLY CHTAURA SOLVID, Chtaura Bekaa, Lebanon. Internship, Summer 1999.

Food and Beverage Industry.

- Analyzed the plant's material handling operation and analysis.
- Reevaluated all capacity data for all machines and produced a capacity matrix per product line.

TECHNELEC S.A.R.L., Achrafieh Beirut, Lebanon. Internship, Summer 1998.

Electric Panel Board Manufacturing.

- Assisted accounting manager with monthly departmental budget administration and analysis.
- Participated in redesigning the layout to improve overall plant efficiency and ease material handling.

MOUIN AOUN, Achrafieh Beirut, Lebanon. Internship, Summer 1997.

Engineering and Contracting.

- Assisted civil engineer during construction of a residential building.
- Worked with electrical engineer to design and install electrical requirements.