

# Nathalie Helwi Berberi

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## PROFESSIONAL SUMMARY

A Graduate in **Bachelor of Business Management** with an emphasis in **Marketing**, with more than **15 years of regional experience** in the **Hospitality Supply Sector** **enveloping the operating supplies, operating equipment (OS&E) as well as the furniture, fixture and equipment (FF&E).**

Currently working with a major fashion apparel retailer in Lebanon, responsible for the head office retail operations.

## KEY COMPETENCIES

- Extensive experience in the Horeca supply Industry and profound understanding of the Hospitality & Furnishing industry
- Multi-disciplined executive with expertise in Operations, Marketing, Project Management, supply chain and HR
- Valuable experience gained from attending major international trade fairs.
- Ability to meet deadlines and deliver desired results.
- Ability to build relationships with prospective clients
- Excellent Team Manager and selfless Team Member
- Excellent Communication Skill

## PERSONAL INFORMATION

DOB : 09-04-1976 National : Lebanese Resident : Beirut-Lebanon Gender : Female

## EDUCATION

|                      |   |                  |
|----------------------|---|------------------|
| Bachelor of Science  | <i>Empire State College, State University of NY</i> | <i>1997-2001</i> |
| French Baccalaureate | <i>NDJ - College Notre Dame de Jamhour</i>          | <i>1984-1997</i> |

## WORK EXPERIENCE

### **April 2018 – present: Jeans Couture – Beirut, Lebanon**

A leading clothing company that targets young and trendy women.

Head Office Retail Operations

- Liaise with all stores, various departments and all levels of Management.
- Support retail heads with ad hoc retail operations directives or initiatives.
- Manage stores and distribution centers, stock levels and replenishment levels.
- Work closely with suppliers, stores and distribution centers, liaising regularly to manage stock availability and fulfilment.
- Ensure month end targets are met whilst providing support with any stock problems or price overrides.
- Check & control the daily sales reports
- Reconciliation of banks & cards statements on a regular basis
- Ensure that the team members abide by the company's regulations.

## **2012 – 2016: ODEIA – Muscat, Oman**

### **Contracts Manager**

ODEIA is an exclusive boutique for premium furniture and luxury living that I have co-founded and conceptualized with a vision to provide fine living to the discerning clientele in Oman.

Representing leading brands such: Arketipo, Manutti & Stepevi.

## **2005 - 2011: HHF – Dubai, UAE**

Haif Hospitality Furnishings - Dubai is a branch of HHF - Riyadh a subsidiary of Haif Holding – KSA. HHF is a major supply company for renowned furniture & operating equipment brands in the hospitality sector.

Representing world's best known hospitality brands such as Kettal, Aliseo & Rivolta.

### **Branch Manager**

- Managing the branch and overseeing the entire operations.
- Market & Promote OS&E and FF&E to the major Hotels and Restaurants.
- Handling major accounts which contribute approx. 60% to the business turnover.
- Meeting the major prospects and closing deals.
- Planning & execution of major events & promotions towards achieving the desired results in terms of volume & value growth as well as consumer awareness.
- Liaise and negotiate with suppliers & manufacturers.
- Coordinate logistics activity and supply chain from point of origin to end customer.
- Managing a team of salespeople.
- Preparing & supervising tenders submission
- Reporting to the Senior Management in KSA on monthly basis.
- Ensuring the leads are generated from the local & International market by breeding an important database of ID contacts worldwide as well as key contacts from the hospitality sector.
- Was involved in the opening of KETTAL Showroom in Dubai & its launching in 2006

## **1999-2005: Helwi Group - Beirut, Lebanon**

Helwi Group is a family-owned business that demonstrated an exceptional professional experience throughout KSA, the Gulf and ME, supplying the major international hospitality brands to hotels and private home owners.

### **Sales & Marketing**

- Generating leads.
- Meeting and prospecting all the project channels, client, consultant, contractor, and operator.
- Acting as a buyer and handling proficiently the entire purchase process.
- Carried out a local market research to position the business and gather market data: identifying the existing competitors, customers and consultants behind the major projects in town.
- Elaborated news releases: A direct medium to reach out to the end customer.

## **LANGUAGES**

Arabic, French, English & Armenian fluently spoken, written and read