



## YOUSSEF ISMAIL ATWI

### PERSONAL INFORMATION

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- Marital status: Married.
- Nationality: Uruguayan & Lebanese.
- Gender: Male.
- Date of Birth: 22<sup>nd</sup> April 1982.

### OBJECTIVE

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Looking to join a progressive organization that offers opportunity for advancement and growth, where I can utilize my knowledge and experience for the benefit of my employer.

### EDUCATION

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- 1999 – 2000 > Secondary Education (**Bac.II**) in the major of **Science X** completed at **ANJALECAL HIGH SCHOOL** Tyre – Lebanon.
- 2000 – 2003 > **Bachelor degree in Computer Science** (BS).
- 2005 – 2007 > **Master degree in Business Administration** (MBA) - **Management Information Technology** (M I T).

**N.B:** The **MBA**, **MIT** and **BS** degrees are all granted from  
**American University of Lebanon (AUL)** Beirut - Lebanon.

### ADVANCED COURSES

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- 2003 – 2004 > **MCSE Microsoft** (Implementing and Supporting Microsoft Windows XP Professional + Managing and Maintaining a Microsoft Windows Server 2003 Environment).
- 2008 > **Arab Real Estate Academy**. / [www.al-area.org](http://www.al-area.org) (Attended and graduated the real estate basic course of the appraisal and valuation + Attended and graduated the real estate appraisal and valuation advanced course).

## PROFESSIONAL EXPERIENCE

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- **Senior Leasing Manager:** Olat Properties Management Group (OPM)  
(October 2017 - Present). [www.olat.com](http://www.olat.com)
- **Commercial Leasing Manager:** Olat Properties Management Group (OPM)  
(March 2014 – October 2017). [www.olat.com](http://www.olat.com)
- **Marketing and Leasing Executive:** Olat Properties Management Group (OPM)  
(September 2007- Feb. 2014). [www.olat.com](http://www.olat.com)

My experience covers different mixed use developments within the region .I am currently working on the leasing and marketing for Commercial High-rise Towers & Centers, Offices buildings , Plazas for more than 800,000 Sqm from 2007-2018 .

### **Job Description:**

- ✓ Preparing a market research covering the “Real Estate Use Survey”, market analysis (supply & demand), & competitive analysis...
- ✓ Setting comments and recommendations on the design and the layout and services area for the development.
- ✓ Using the Research and the studies to prepare a detailed marketing and leasing (Action plan, strategy, and tactics), putting the pricing strategy.
- ✓ Achieving higher occupancy rates and early lettings.
- ✓ Building customized solutions services based on customer’s requirements.
- ✓ Building relationships to continually escalate customer contact levels to gain best knowledge, insights and access to customer needs/strategies.
- ✓ Monitoring and analyzing the competitors’ products, services, and delivery.
- ✓ Good knowledge in Property management practices & procedures and strong project management skills.
- ✓ Ability to get projects done in a timely and professional manner.
- ✓ Setting targets and giving direction to my team.
- ✓ Professionally present my company’s capabilities to prospects which address client needs and how the company’s solutions & services can fulfill such needs.
- ✓ Dynamic, creative, hyperactive, and always looking for challenging environments.

### **Key Duties:**

- ✓ Organize and supervise the activities and work of the team to ensure that all work within a specific area of the leasing activity is carried out in an efficient and procedurally manner.
- ✓ Propose the promotional strategies to market properties, both prior to construction and after completion.
- ✓ Launching & coordinating leasing and marketing functions.
- ✓ Contribute to the preparation of the department budget and monitor financial performance versus the budget so that the business is aware of anticipated costs/revenues and areas of unsatisfactory performance are identified and rectified promptly and potential performance improvement opportunities are capitalized upon.
- ✓ Develop and work closely with project team to promote an extensive knowledge center for all the company projects from different aspects including technical.
- ✓ Keep a constant update of the reliable standard image of all brands that might be represented in projects managed by the company.
- ✓ Support and assist the development of long-term relationships with external sales staff/agents and key clients in order to build credibility and reputation.

## **Practical References 2007-2016:**

**Localizer Mall > 2007-2008:** A community mall in Riyadh with GLA of 30,000 Sqm including offices & retail shops. I was in charge of leasing offices.

**Smart Tower > 2008-2009:** A Tower of class B in Riyadh consisting of 10 office floors with GLA of 10,000 Sqm. I was in charge of leasing the offices.

**C – Center > 2009:** A center of class B in Riyadh consisting of offices & retail shops with GLA of 8,000 Sqm. I was in charge of leasing the offices & shops.

**Arcade Center > 2010:** A center of class B in Riyadh consisting of offices & retail shops with GLA of 20,000 Sqm. I was in charge of leasing the offices & shops.

**Canary Center > 2011:** A center of class B+ in Riyadh consisting of offices & retail shops with GLA of 11,000 Sqm. I was in charge of leasing the offices & shops.

**Al Ikaria Plaza > 2011-2012:** A Building (Class B+) consisting of 10 floors consisting of offices & retail shops with GLA of 75,000 Sqm. I was the account manager of this project & handling the studies & research, the marketing & leasing plan, in charge of leasing the offices & shops.

**Al Ziab Tower > 2011-2012:** A tower of class B in Riyadh consisting of offices & retail shops with GLA of 9,500 Sqm. I was in charge of leasing the offices & shops.

**Prestige Center > 2011:** A center of class B+ in Riyadh consisting of offices & retail shops with GLA of 24,000 Sqm. I was in charge of leasing the offices & shops.

**Al Munajem Tower > 2012-2013:** A high-rise tower (class B+) consisting of 25 floors with GLA of 18,000 Sqm. I was the account manager of this tower for leasing it.

**Tamkeen Tower > 2013-2015:** A luxury high-rise tower (class A) consisting of 52 floors with GLA of 46,000 Sqm. I am the account manager for this tower for leasing it & handling the studies & research, the marketing & leasing plan.

**Sky Tower > 2014-2015:** A Tower of class (B+) in Riyadh consisting of two twin towers of 10 floors offices with GLA of 18,000 Sqm. I was in charge of leasing the available offices.

**Olaya Towers > 2014-2016:** A Mixed use development in the best Luxurious location in Riyadh, Olaya Street, Saudi Arabia with GLA 110,000 Sqm of two landmark offices towers of 36 floors and retail shops. I am the account manager of this project & handling the studies & research, the marketing & leasing plan, in charge of leasing the offices & shops, approaching and signing contracts with the high-end brands.

**Samba Tower > 2014-2016:** The business destination & Landmark Prestige Tower (A+) in KAFD (King Abdulla Financial District) & Riyadh City with consisting of 43 floors with GLA 60,000 Sqm. I am the account manager of this project & handling the studies & research, the marketing & leasing plan, in charge of leasing the offices.

**Spring Center > 2015-2016:** A center of class (B+) in Riyadh consisting of offices & retail shops with GLA of 14,000 Sqm. I was in charge of leasing the offices & shops.

**Moreover, other projects I was working on within the period between 2007 & 2018.**

#### ADVERTISING AGENCIES:

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- ***BBDO Impact***
- ***Saatchi & Saatchi***
- ***TBWA***
- ***Adrenalin***

#### REAL ESTATE CONSULTANTS

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- ***JLL***
- ***CBRE***
- ***DTZ***
- ***Source 8***
- ***Cluttons***
- ***Knight Frank***

#### SKILLS & QUALIFICATIONS

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- **Programming Languages:** C++, Access and Oracle.
- **Operating Systems:** Windows (Server 2003, XP Professional, NT, 2000, ME, 98).
- Trained on **Microsoft Office** (Word, Excel, and PowerPoint).
- Arabic & English (spoken and written fluently), Spanish (spoken fair).
- Quick adaptation to new challenging work environments.
- Teamwork Player and Good Communication Skills.

#### ACTIVITY & INTEREST

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- Reading, Football, Sport, Traveling.

#### REFERENCE

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- Available upon request.