

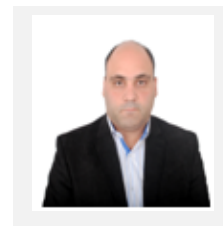
# TAREK ZIAD JAROUDI

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## CAREER OBJECTIVE

A dynamic, goal oriented and highly motivated professional with 13+ years of experience in leading sales and marketing initiatives in the manufacturing and home appliance sectors. Track record of posting significant business growth, developing new business opportunities, leading brand sales and deploying strategies that yielded results. Searching for a senior managerial opportunity in a reputed organization to lead and enhance sales operations and capture greater market share.



## SKILLS

- Sales Planning and Strategy Implementation, Marketing Initiatives, New Business Development
- Identifying New & Current Market Trends, Trend Forecasting, Sales Performance Turnaround
- New Account Acquisition, Key Account Management, Market Research
- Customer Relations, Lead Generation, Customer Service
- Channel Development & Management, Channel Partner Selection
- Market Segmentation, Market Intelligence, Competitor Analysis
- Value Engineering, Contracts Management, Negotiation
- Team Management, Training, Mentoring, Motivation
- Interpersonal Skills, Deadline Management, Communication

## PROFESSIONAL EXPERIENCE

**Manager and Owner ( private business ) , July 2017 – Present**  
**Ze-Alwan Café**

### Key Responsibilities:

- Manage purchasing and keeping close follow up with suppliers in order to maintain best prices to keep up with harsh market competition.
- Provide employees with appropriate training and guidance with respect to communication with clients and to provide proper service.
- Managing all marketing related issues.
- Building good relation with new customers and maintain best relation possible with existing clients.
- Stay well informed of competition in the market and make sure to provide better to our clients.

**Sales Manager, Nov 2015 – May 2017**  
**Tera Systems, Low Current and IT Solutions system integrator .**

### Key Responsibilities:

- Identify on-going projects where Tera Services may be utilized, communicate with consultants and end users to promote the services at the early design stage of the project.
- Assist in defining region-wise annual sales targets, formulating specific business development tasks and executing these within defined timeframes across regions and segments.
- Identify the key decision makers in client organizations, establish a good rapport with them and build long term business relations, generate referral business and obtain orders for upcoming projects.
- Develop channels and manage existing ones, guide sales team and assist them in closing sales deals by generating quotes, product presentations to consultants and end users, obtaining product approvals.
- Provide inputs to top management during strategic plan development, participate in setting goals and objectives, and ensure profit and revenue goals are achieved.

**Senior Regional Sales Manager - ESSER Fire Alarm Systems, Jan 2014 – Nov 2015**  
**Honeywell (Saudi Arabia)**

### Key Responsibilities:

- Identify on-going projects where the ESSER fire alarm systems can be installed, communicate with consultants and end users to promote the product at the early design stage of the project.

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- Assign specific distributor to complete the order, keep consistent follow-up to ensure purchase orders are acquired as soon as the construction of the project commences.
- Identify the key decision makers in client organizations, establish a good rapport with them and build long term business relations, generate referral business and obtain orders for upcoming projects.
- Survey markets and ascertain the company's reach and market share, determine if the company and its products are under-represented in the market, and develop new channels partners in these regions to service the market.
- Support channels partners consistently by working with designers to provide a reliable and quality product, training channel partner staff, and generating demand for the product through effective promotion campaigns.
- Collaborate with channels partners for developing marketing plans for the region and oversee implementation, devise branding activities, monitor and review channel performance to determine areas that need improvement.
- Provide inputs to top management during strategic plan development, participate in setting goals and objectives, and ensure profit and revenue goals are achieved.
- Assist in defining region-wise annual sales targets, formulating specific business development tasks and executing these within defined timeframes across regions and segments.
- Develop channels and manage existing ones, guide channels in project design, assist them in closing sales deals by generating quotes, product presentations to consultants and end users, obtaining product approvals.
- Generate and provide sales leads to distributors to boost their sales performance and facilitate target achievement.
- Provide value engineering support to large projects for improving quality and design features, and reduce costs, and provide maximum benefits from the product to the end users.

## Senior Sales Executive, Sep 2007 – Dec 2013

Naffco Qatar W.L.L Electromechanical Systems (Doha, Qatar)

### Key Responsibilities:

- Implemented the company's sales initiatives in Doha region and generated sales of the company products that included fire fighting, fire alarm, and low voltage systems, and fire doors.
- Evaluated project opportunities, made product presentations and detailed the value proposition of the company, and closed sales deals.
- Emphasized on customer relationship management, built and cultivated sound professional relationships with customers and obtained repeat business from them.
- Followed up on sales leads generated, communicated with potential clients consistently and showed persistence in converting promising leads into firm sales.
- Held negotiations with clients and employed effective pricing strategy to close the deals while maintaining good margins for the company.
- Evaluated client requirements, conveyed these to the project team accurately so that the system developed met all specifications.
- Monitored and expedited delivery of the product to the client to maintain goodwill, resolved client queries promptly and maintained a high standard of customer service.
- Designated as the coordinator between company's projects department, project consultants, design department and clients to facilitate a smooth flow and exchange of information between these entities that aided project progress.
- Ensured that clients adhered to payment terms and conditions, followed-up with clients who were behind on their payments and updated the accounts department accordingly.
- Maintained current knowledge and information of ongoing projects, projects in the pipeline and those in the tender stage.

## Senior Sales Executive - Trade Division, Mar 2006 – Aug 2007

Zaid Al Hussain Group(Khobar, Saudi Arabia)

### Key Responsibilities:

- Responsible for generating sales of irrigation products (of the American Company Rain Bird) in the region and meeting defined sales targets.
- Explored the market to generate leads consistently, maintained a healthy sales pipeline, and successfully closed sales deals.
- Determined customer needs and provided product solutions accordingly, helped potential customers in reaching a buying decision.
- Produced and analyzed sales reports, and presented those to the Sales Manager; participated in sales promotional campaigns to enhance sales revenue.

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## PREVIOUS ASSIGNMENT

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Jul 2003 – Jan 2006: Show Room Manager, 3NA Company, Lebanon, Beirut

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**Tasks handled:** Directed a team of 3 (Wholesale & Retail Sales Operations) ~ Cash Register & Invoicing ~ Purchasing & Procurement ~ Business Development ~ Receivables Management & Accounting ~ Personnel Administration

**Mar1998 – Jun 2003: Private Business, Beirut, Lebanon**

**Tasks handled:** Oversaw sales, administration and operations of Billiards Equipment and Accessories ~ Business Development ~ Approached Private Sports Clubs & Facilities and generated sales

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## EDUCATION

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**Business and Computer University, Beirut, Lebanon**

B.A. Marketing and Advertising (2002)

**Lebanese University, Beirut, Lebanon**

Education in General Law (1998)

**Training Courses, Certifications & Professional Development**

- **Sep 2014:**Certificate of Attendance, 72-2013 National Fire Alarm Code & Inspection, Testing and Maintenance, NFPA
- **Sep 2014:**Developing Powerful Influencing Skills, Spearhead Training
- **Jan 2009:**KBS Passive Fire Products, KBS Fire Protection Systems
- **Aug 2008:**FIKE Introduction Gases - FM200, ECARO25,CO2 Fire Raser and PROINERT, FIKE Protection Systems

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## PERSONAL INFORMATION

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- Citizenship: Lebanese
- Date of Birth: 25/11/1977
- Marital Status: Married ( Father of two kids )
- Language: Fluent in English and Arabic