

Pierre Abou Touma

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Summary of Qualifications

- Creative professional with 13 years of experience in sales and marketing departments in leading companies across diverse industries.
 - High energy result oriented team leader recognized for professional corporate communication as well as initiating and orchestrating marketing campaigns that effectively create brand awareness and brand value.
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Skills

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| • Marketing Strategies & Campaigns | • Sales Collateral & Support |
| • Corporate Communications | • New Product Launch |
| • Creative Team Leadership | • Competitive Analysis |
| • Product Positioning & Branding | • Pricing |
| • Web & Print Content Development | • Compliance Sheets |
| • Procurement | • Lead Generation |
| • Sales Process | • Recruitment |
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Professional Experience

Harley-Davidson - Lebanon

Operations Manager , 2018 – 2020

- Conducting daily follow up on all departments
- Handling all aspects of procurement with local and international suppliers
- Reduced the expenses by finding quality products at competitive prices
- Maintaining close relation with HOG members to enhance our sales and after sales experience
- Involved in recruitment and training process
- Improved internal processes from email communication, archiving and delivery processes
- Formulated the new loyalty program for our dealership
- Administrated H-D Lebanon social media pages
- Developed H-D skills through H-D university
- Generated new leads for the sales team through gathering competitors' data base close coordination with the departments and social media search
- Training the staff about effective data collection and customer service
- Working closely with the Marketing Department in delivering innovative events that will increase foot traffic
- Reporting to H-D head office sales forecasts
- Coordinating with HOG Lebanon Chapter and HOG International for a smoother process of the HOG memberships
- Managing HR tasks for all employees
- Resolved various customer problems within all the dealer's departments
- Reported to H-D Marketing Mena all marketing activities and results
- Updated stock checking and stock check reports
- Formalized the motorcycle sales documents
- Participated directly in motorcycle sales process

Saudi Metal Ceiling (SMC) - Saudi Arabia

Product Sales Manager , 2015 - 2016

- Performing sales activities on major accounts as well as negotiating sales contracts and discounts in consultation with our sales team.
- Developing specific plans to ensure revenue growth in the window treatment products.
- Coordinating proper company resources to ensure efficient and stable sales results.

- Collaborating with Business Unit Manager to develop sales strategies to expand our market share.
- Building relations with VIP clients and opening new channels for business.
- Developing competitive customer proposals which achieves customer satisfaction and deliver business value.
- Working closely with the various factory departments, technical department and the service department to ensure timely delivery of high-quality proposals, considering technical/commercial customers' demands.
- Identifying growth opportunities within existing accounts.
- Established a business development plan to infiltrate new market segments and introduce innovative products.
- Fostering and promoting cross-selling of company products and services in order to capitalize on the production capacities available at SMC plants.
- Improving technical specifications of various products by acknowledging market trends and monitoring competition.
- Involved in the full cycle tendering process across technical and commercial aspects.

Dicon Electronics - Lebanon

Sales and Marketing Manager , 2010 - 2015

- Accomplishing business development activities by researching, developing marketing opportunities and implementing sales plans.
- Opening new channels of distribution.
- Meeting marketing and sales financial objectives by forecasting requirements; preparing an annual budget, scheduling expenditures, analyzing variances and initiating corrective actions.
- Preparing marketing reports by collecting, analyzing, and summarizing sales data.
- Determining annual and gross-profit plans by forecasting and developing annual sales quotas for regions. Projecting expected sales volume and profit for existing and new products, analyzing trends and results, establishing pricing strategies, recommending selling prices, monitoring costs, competition, supply, and demand.
- Researching competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising.
- Developing content for posting on all designated social media outlets.
- Monitoring online competitor presences/perceptions and maintaining posting schedules.
- Accomplishing marketing and sales human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counseling, and disciplining employees; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures.
- Sustaining and conducting market visits with key accounts by making periodic visits; exploring specific needs and anticipating new opportunities.
- Expanding our product range through analyzing market trends, competitors, as well as our channels of distribution.
- Coordinating with suppliers through analyzing products and market trends for further product development.
- Setting the system for the maintenance department in order to have an effective after sales follow up.
- Enhancing brand image by launching our website as well as social media pages.
- Creating seasonal campaigns for our social media pages as well as incentive programs for our various clients.
- Working with our designers in the creation of Point of Sales Material (POSM).
- Analyzing client's criteria with the aim of effectively locating our POSM's.

Aramex - Kuwait

Customer Account Executive , 2008 - 2010

- Conducting sales calls and visits to potential and current clients.
- Informing the clients about our new services and pricing systems.
- Building close relationship with clients and solving their related inquiries.
- Coordinating with our various departments to maintain all the needs of the clients.
- Maintaining and building relations with current clients in order to cross sell our services.
- Gaining new accounts in order to increase our team's revenue.
- Creating freight and courier contracts by setting our revenue with respect to our cost.
- Planning our daily/weekly/monthly visits to current clients.
- Advising clients, the best mode of transportation with respect to the cost and delivery period.

- Updating the client's information on the CRM (customer relation management system).

Al Babbain Group of Companies (Marlboro) - Kuwait
Sales Supervisor , 2006 - 2008

- Leading a team of 4 distributors and 1 merchandiser.
- Setting (quarterly and yearly) sales targets.
- Coordinating with Philip Morris Kuwait (PMK).
- Analyzing market information and reporting them to the GM and PMK.
- Gathering market information in order to implement marketing plans set by PMK.
- Following up with the team through market visits and checking if clients are visited regularly.
- Solving the team's problems through daily meetings and discussing the difficulties faced in the market.
- Conducting statistical reports through setting questionnaire to be filled by the clients and reporting to the GM.
- Conducting marketing plan for Cleopatra cigarettes.
- Integrating a manual routing plan to the hand-held system in order to have better information on the brands, the sales rep visitations, and on the clients purchasing trends.

Phoenix Technology Holding - Lebanon
Marketing Researcher (Internship) , 2005 (June) - 2005 (November)

- Conducting marketing research about the Lebanese market.
- Creating customer satisfaction questionnaire.

Languages and Digital Skills

Languages: Fluent in English Arabic and French

Digital Skills: MS Office, Adobe Photoshop and Illustrator

Education

Notre Dame University (NDU) - Lebanon

- **BA in Business Marketing – 2002 - 2006**

Notre Dame de Louaize (NDL) - Lebanon

- **Sociology and Economics Baccalaureate II – Graduated 2002**
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