

Jawad Yehia

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Nationality : British/Lebanese

Professional Profile

I have been working in business development for 12 years, in the digital space for over 7 years, and with comparison services for 5 years.

The last comparison service I helped launch, Karrenn, went from being unknown to a market authority in 1.5 years. The last white label online listing service I helped start was adopted by 3 companies within 6 months of its launch.

Currently, I am in charge of setting up and launching the online group buying program at Selectra for the UK market.

Career Summary

Aug 2019 - Present	Selectra, Madrid, Spain
<i>January 2020 - Present</i>	<i>Business Developer: Collective and Large Scale Switching</i>

Selectra is a consumer comparison service focused on energy, telecom, banking, finance, and insurance.

I have been promoted to a business developer role for online group buying schemes

- Detail the launch plan for the first Selectra UK Collective Switch Scheme
- Set targets in collaboration with upper management and marketing teams
- Work on marketing material, video scripts, and online advertising plans with Marketing and Content
- Study and implement system integration and data workflows with development team
- Negotiate with suppliers for best priced plan for the customers and highest commission scheme for Selectra
- Plan partnership programs with local authorities, NGOs, and other businesses.

<i>Aug 2019 - January 2020</i>	<i>UK Energy Telesales</i>
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My initial role at Selectra was to aid UK based customers find the best fit solution.

- Manage inbound inquiries and sales opportunities.
- Progressively increased my targets and achieved higher KPIs: grew my conversion rate by 236%

Feb - July 2019	Yumiwi Data SL, Madrid, Spain
	<i>Director of Business Development EMEA</i>

Yumiwi is an event tech company which has created a platform for corporate event management.

My role was to aid the company in finding ways to increase the value of their existing clients and of their general market.

- Led the creation of the service arm to complement technology sales
- Created sales collateral material for the services arm
- Increased revenue per customer on average by 56%

2015 - 2018	Leading Solution Holding SAL, Beirut, Lebanon
	<i>VP Business Development</i>

Leading Solutions is a startup studio aimed at digitising the automotive industry.

My role included managing the fund, setting up corporate structures, and hiring & mentoring teams to lead each project. Notable projects include: Karrenn, and GoTajer

Karrenn

- Led the strategy & mentoring of automotive comparison site called Karrenn, achievements include:
 - Grew from zero revenue to operational breakeven
 - Our automotive industry reports bought by majority of dealers & suppliers in Lebanon
 - Advertising generated 2.5X more qualified leads per dollar spent
 - Online community engagement metrics were 2X international industry average
 - Deep insight into consumer perceptions & analysis of purchase trends
 - Coordinated with legal teams over admin, compliance, and community guidelines

GoTajer

- Created an online listing platform for 3 companies to market & sell: Electric, Used, & Trade-In Vehicles
- Designed the platform with the following promotional features:
 - Simple landing page creation for segmented product promotion,
 - Segmentation included: price, car type, car features, model year, brands, & models
 - Seasonal campaigns for car types
 - Regular campaigns for common segmentation
 - Chatbot qualification of digital lead generation, alert mechanisms for live rep follow-up
 - Platform analytics to measure impact of marketing channels

2013 - 2015 Business Strategist and Mentor, Beirut, Lebanon

- Consulted SMEs on product and market growth, helped them increase their revenues and exposure
- Mentored startups in the Bader Young Entrepreneurs Program
- My startup focus was on Martech, AI, and niche social platforms.

2008 - 2013 AI-Nahr Company for Security Solutions, Saudi Arabia
2010 - 2013 Regional Manager, Jeddah, Saudi Arabia

AI-Nahr is a physical security and business application integrator.

I was promoted to regional manager. I moved to Jeddah to launch a branch there, and other than business development I had to hire and train the branch teams.

- Hired and trained sales teams on: lead qualification, proposal writing & presenting, presales methodology, and services scoping
- Hired and trained project teams on: project management, product implementation, and project documentation.
- Achievements include:
 - Closed company 1st multi-million dollar sale, value USD 3.2M
 - Closed company 1st control room sale within 3 months of department’s launch

2008 - 2010 Solution Architect, Riyadh, Saudi Arabia

My initial role included finding the right fit technology suppliers and developing business.

- Built relationships with technology suppliers from USA, Spain, Germany, France, Russia, & Slovenia
 - Set yearly volume quotas, negotiated discount rates and commission schemes,
 - Guided knowledge transfer between local teams and supplier R&D teams
 - Helped build relationships between our suppliers, increasing their cross selling opportunities
 - Provided case studies to our suppliers to help their international marketing efforts
- Developed go-to-market strategy for new technologies & departments, achievements include:
 - Closed company 1st two sales, value USD 250K each
 - Closed company largest Perimeter Intrusion Detection Sale, value USD 4.6M

2005 - 2007 Saudi Business Machines (Official IBM Representative), Riyadh, Saudi Arabia
ITS Representative

SBM is the official IBM Representative in Saudi Arabia

My role was project implementation, but I was also tasked with sales and pre-sales activities for Tivoli and Websphere projects.

- Implemented and managed Tivoli & Websphere projects
- Handled sales activities
- Achievements include:
 - Sign-off ITS role in Mobily Telecom Datacenter Project, won company award for excellent achievement
 - Closed sale of largest Tivoli Storage Manager solution by managed nodes in SBM history, over 150 nodes

Academic Background

2019 - present Online data science program on Coursera with Johns Hopkins University
Expected completion May 2020

2000 - 2004 American University of Beirut, Lebanon
BS Computer Science

Languages: English (native), Arabic (C2), French (B1), Spanish (B1)