

## Souheil Karanouh

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### PROFESSIONAL SUMMARY

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Skilled Marketing and Trade Account Manager focused on maximizing sales by managing accounts systematically and logically. Strong operations professional with a demonstrated history of working in the food & beverages industry.

### AREAS OF EXPERTISE

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- |                        |                      |                           |
|------------------------|----------------------|---------------------------|
| - Marketing Management | - Account Management | - Marketing Communication |
| - Marketing Strategy   | - Direct Sales       | - Sales Process           |
| - Channel Partners     | - Solution Selling   | - Sales Enablement        |

### WORK HISTORY

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#### May 2015 – June 2020 with Levant Beverage & Dairy Industries sal

##### Modern Trade Coordinator

Driving operational efficiency for modern trade channel.

Responsible for achieving planned sales by channel and customer.

Work within allocated promotional cost and ensure effective spending in driving sales and brand building.

Drive profitability and deliver on the revenue and share parameters.

Align and execute trade marketing and trade promotions interventions with the modern trade sales strategy and overall business strategy.

#### April 2014 – February 2015 with VEX Robotics

##### Sales and Marketing Specialist

Work closely with the key account managers in achieving company's objective and vision.

Lead resource for planning and negotiating for in-store merchandising, sell-out plans with the accounts.

Act as an expert resource regarding products, services and other offerings.

Freely share knowledge with team members and may assist in training, coaching or mentoring of new associates.

Share local market knowledge and competitive information with branch leadership and sales teams.

#### February 2013 – March 2014 with Gandour

##### Manager – Modern Trade Account

Responsible for implementation of a key account plan for customers and achieving business results and sales quotas.

Working with sales team/account team in implementation of product sales and marketing strategies.

Developing key account customer relationships and building a high-performance modern trade key account organization.

Identifying business opportunities within the respective area and providing a market intelligence data.

Creating a modern trade plan that incorporates the marketing strategy, in-store and event activation.

#### October 2012 – January 2013 with ITX Group Limited and Beirut.com

##### Sales Executive

Building business by identifying and selling prospects; maintaining relationships with clients.

Identify business opportunities by identifying prospects and evaluating their position in the industry; researching and analyzing sales options.

Sell products by establishing contact and developing relationships with prospects; recommending solutions.

Identify product improvement or new products by remaining current on industry trends, market activities and competitors.

Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks;

benchmarking state-of-the-art practices; participating in professional societies.

#### January 2011 – August 2012 with Lebanese Food and Catering

##### Marketing Manager

Working with the executive team to set the marketing strategy for the business.

Research and analyze market trends and competitors.

Overseeing marketing campaigns.

Negotiating and liaising with third-party marketing agencies.

Looking after the budget of the marketing department and making sure the budget spent is delivering a return on investment.

## **VOLUNTEER**

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2008                      Field Officer  
Arab Youth Foundation

### **Description:**

Community mobilization and sensitization to ensure maximum participation of young people in the community. Participate in the training team that prepares and facilitates training for volunteer peer educators.

## **EDUCATION**

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2013 - 2015              Masters of Arts, Political Science and Government  
American University of Beirut – Beirut, Lebanon

2007 - 2010              Bachelor of Business Administration, Management and Marketing  
Hariri Canadian University – Beirut, Lebanon