

Dear Sir / Madam,

With a stellar track record of increasing market share, profitability and product offerings, it is a pleasure to submit my resume for your consideration. I believe that, upon review, you will recognize that my innovative strategies are exactly that your organization needs to lead it to the next level.

As you can see from my enclosed resume, I have 24+ years of hands-on experience in General Management, Country Head, Marketing, Business Development, Supply Chain, Start-ups, Process Re-engineering and Operations in different and diverse cultures. I have vast experience in increasing revenues, profitability and cash flow, streamlining operations and efficiencies, eliminating bottlenecks, and achieving measureable goals. Instrumental in identifying revenue generating opportunities, managing existing client relationships and developing relationships with new clients.

**Expertise includes:**

- ✓ *Driving business turnaround strategies in transforming ailing companies;*
- ✓ *Expertise in developing profitable partnerships and forging Global strategic alliances.*
- ✓ *Proficiency in identifying untapped markets and business opportunities.*
- ✓ *Strong track record of bottom-line responsibility for Product launch, marketing and promotional activities.*
- ✓ *Solid Business acumen in cost optimization and productivity improvement initiatives.*

I have worked in several countries; KSA, Egypt, Dubai, and lately Qatar. I dealt with various cultures and nationalities, and developed the necessary skills to become an immediate and valuable asset to your company. Possessing excellent People management skills, I am able to direct, manage & supervise all planning and scheduling activities with extensive knowledge in various areas.

During my work, I have repeatedly attained assigned objectives/targets, and demonstrated excellent results in dealing with customers. I am instrumental in retaining existing customers with increased satisfaction. Besides, I am highly skilled in providing sales promotion support, developing sales and also assisting clients with CRM and interactive marketing techniques.

My success in these positions is defined by my dedication, team approach, and strong interpersonal skills. Skilled at identifying problem areas and recommending remedial action, I am also adept at building the individual commitment and motivate teams to perform at their highest capabilities. An acknowledged leader with excellent communications skills, I have proven to be a respected and valued resource. With a record of success behind me, I am confident that I will be an asset to you as well.

I look forward to discussing my qualifications further and can be reached by email at [anto\\_aywazian@hotmail.com](mailto:anto_aywazian@hotmail.com) or by phone at **+961 3 032428**.

Thank you so much for your time.

Sincerely,

**Anto Aywazian**

Encl.: Curriculum Vitae

More than 24 years dynamic experience in unifying business vision and business performance improvements to enhance corporate trajectory. Strong leadership and motivational skills, proven ability to quickly build rapport, establish trust and motivate people at all levels.

Linked  [linkedin.com/in/aywazian](https://www.linkedin.com/in/aywazian)

Website : <http://aywazian.weebly.com>

## PROFESSIONAL SUMMARY

### AREAS OF EXPERTISE

- Marketing & Sales
- Client Relationship Management
- Corporate Positioning
- Brand Development
- Business Management
- Business Development
- Operation Management
- Project Management
- Planning
- Forecasting
- Budgeting
- Management Information
- SLA
- Team Development & Management

- ✧ Meticulous professional with 2 decades of hands-on experience in Marketing, Sales, Business Development, General Management, and Operations, with P&L accountability.
- ✧ Result oriented decisive leader to maintain high quality standards to meet challenges of this fast-paced industry.
- ✧ A leader and strategist, driving businesses by identifying opportunities streamlining systems with focus on bottom line, process efficiency and cost optimization.
- ✧ Efficient in formulating business strategies with capabilities to prioritize and operate proactively for a fast track achievement of targets ensuring time management abilities.
- ✧ Experienced in increasing sales revenues, exceeding targeted sales goals, developing profitable & productive business relationships and building an extensive client base; distinction of accomplishing multi-fold revenue increase.
- ✧ Built, Developed, Mentored, Coached, Influenced & Motivated large diverse teams by creating an environment of trust, teamwork, high energy & performance.

## AREAS OF EXPERTISE

### Profit Centre Operations

- ✓ Driving sales initiatives and achieving desired targets with overall responsibility of ROI.
- ✓ Analyse & map business potential; identifying new profitable product(s) and turnaround management.
- ✓ Business planning and analysis for assessment of revenue potential in business opportunities.

### Business Strategy and Planning

- ✓ Planning & implementing various Strategic and Decision making programs in line with organizational vision.
- ✓ Strategic decisions in consultation with Management related to ongoing activities and processes that organizations use to systematically coordinate and align resources to achieve profitability and growth.

### Management / Business Development / Marketing

- ✓ Explore revenue-enhancing opportunities through implementation of effective marketing & pricing strategies for Sales promotion schemes and value added services.
- ✓ Excel at monetizing portfolio offerings via compelling value propositions and effective Go To Market (GTM) and partnership models.
- ✓ Identifying and developing new streams for long-term revenue growth and maintaining relationships with customers to achieve repeat/ referral business.
- ✓ Creating pitches, market-facing presentations to be used to highlight benefits of the services to clients.

### People Management

- ✓ Motivate, mentor, guide and monitor large number of key executives to achieve goals.
- ✓ Assisting team with their career development including Performance management, feedback & training.

## CAREER CONTOUR

**Self-employed, Beirut, Lebanon**  
**As Business Consultant**

**Sep'18 – Present**

- ✓ Provide personalized consultancy to firms and help them to achieve their objectives.

**Confidential, Beirut, Lebanon**  
**As Business and Computer Teacher (Part time)**

**Sep'99 – Jul'04 and Sep'17 – Present**

- ✓ Prepare and instruct computer courses (MS Windows 2010, MS Office and Networking) for Academic (Grade 10 to Grade 12) and Vocational classes (BP1, BT1, BT2 and BT3).
- ✓ Prepare and instruct IGCSE Cambridge Business Studies to Grades 9, 10 and 11

**MEFOSA SAL, Beirut, Lebanon**  
**As Business Development Manager & IT Manager**

**Jun'17 – Dec'18**

- ✓ Develop new business opportunities in Levant, GCC, and North African markets.
- ✓ Manage all aspects of the business: Sales, Marketing, Customer Relationship, Franchising, CRM, and IT related issues.
- ✓ Successfully managed and supervised the implementation of Oracle NetSuite CRM at MEFOSA acting as client side Project Manager.

**Gulf Computer Support Systems, Doha, Qatar**  
**As Sales and Marketing Manager (acting Country Manager)**

**Sep'08 – May'17**

- ✓ Setting the vision for Qatar market as per the directives of Managing Partner and developing business plan to attain this vision.
- ✓ Defining the marketing strategy for the company and driving its growth through branding, public relations, and demand generation, inside sales, go-to-market strategy, and marketing activities.
- ✓ Define short and mid-term marketing and business strategies with overall long term business goals; review performance and achievement of individuals and team, and create long-term sustainability.
- ✓ Prepare presentations and other training materials to train GCSS staff and clients.
- ✓ Led the development and implementation of annual marketing plan of the company.
- ✓ Creating company and brand awareness that drives revenue/profits through a unique mix of strategic marketing, aggressive business development, market awareness, and real-time product management.
- ✓ Evaluating market trends and gathering competitive information, identifying trends that effect current and future growth of regional sales and profitability. Disseminate information to regional sales representatives, Area Managers and directors to facilitate decision making.
- ✓ Tracked competitors' marketing, product positioning, and customer wins; and providing regular competitive updates to key management & sales teams.
- ✓ Analyzed market pricings on a regular basis and tracked the activities of competitors to gain sustained knowledge of their moves.
- ✓ Researching and evaluating customer needs and working with Operations, Finance, Engineering, Customer Services and Logistics to meet customer needs in an effective manner. Instrumental in establishing an environment for future sales.
- ✓ Managed the production of marketing materials such as USB, pens, calendars and other stuff.
- ✓ Attended and organized company-related exhibitions, seminars, and promotional campaigns.
- ✓ Marketed the concept of 'strategic branding' through conducting meetings, presentations and workshops with contractors and consultants in Qatar market.
- ✓ Preparation of Business Operating Plan. Monitoring and reviewing the budget on a continual basis ensuring operating cost within control.
- ✓ Managing end-to-end operations including market strategy formulation, project management, business development, sales and marketing plan for Qatar market.
- ✓ Increase management's effectiveness by recruiting, selecting, orienting, training, coaching, counselling, and disciplining team members; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.

- ✓ Understanding & comprehending business requirements, ensuring projects are completed on time & within budget. Support project initiatives, including identifying and analyzing preliminary business needs.
- ✓ Strengthening the existing business relationship and closely working with principals / customers and significantly contributing for new alliances / tie ups for business growth.
- ✓ Led sales, marketing, customer service, engineering, and logistics teams in Qatar market, inclusive of monitoring and managing performance.
- ✓ Driving sales and profit plans to budget through successful leadership, organizational plans, customer service, and outstanding execution of all field operations strategies, consistently across all regions in Qatar.

## Noteworthy Credits:

- ✓ Initiated strategic market plan to analyse key strengths, weaknesses, competitors and new business opportunities facilitating strengthening position of the company and capitalizing on its resources capabilities.
- ✓ Increased profits by 8% in a highly competitive environment by focusing on the less price sensitive customer segments who valued service, which eliminated the need to use price as a mechanism for securing new business.
- ✓ Consistently achieved a high level of customer satisfaction by exhibiting a positive attitude and building trust, by ensuring commitments are met and expectations are exceeded in line with customer needs and priorities.
- ✓ Reduced the time required to respond to customer enquiries by providing highly trained and motivated staff with the skills, knowledge authority needed to resolve customer enquiries and complaints.
- ✓ Increased the company's revenue base by 10% by de-centralizing and empowering the sales force, and delegating decision making authority, enabling higher autonomy to sales team and consequently higher proportion of sales.
- ✓ Built and maintained strong lasting and productive relationships with customers, consultants, manufacturers, suppliers, and the supply chain by winning their trust and favor.

## **Qatar Universal Technology, Doha, Qatar As General Manager**

**Mar'05 – Aug'08**

- ✓ Plan, execute and monitor the business strategies, market expansion and business growth plans to help the company achieve its goals and objectives by leading a team of twelve employees including two Sales Managers, six Sales Representatives, one Electrical Engineer, one Quantity Surveyor, one Store Keeper and a helper.
- ✓ Formulating business plan/strategy for overall development & accomplishment of profitability. Driving business growth through opportunity identification.
- ✓ Accomplish objectives by establishing plans, budgets, and results measurements; allocating resources; reviewing progress; making mid-course corrections when necessary.
- ✓ Program quality and organizational stability through development and implementation of standards and controls, systems and procedures, and regular evaluation.
- ✓ Optimizing competence to match present and future needs through training, coaching and counselling employees and recruitment of high caliber talent and appraising job results.
- ✓ Focusing on Key accounts development, responsibility of the P&L in each account toward the company's revenue and growth. Sharing Annual Business Review with customers on the objective of developing the account for its future growth and addressing challenges to restore future contracts.
- ✓ Managing and supervising the functions of Sales, Marketing, Strategy formulation, Product development, Supply chain, Finance to improve the quality of service for all customers.
- ✓ Develop, gain consensus, measure and communicate results of execution metrics to senior leadership, as they relate to quality, cost, delivery, and safety
- ✓ Identify and establish cost improvement areas for end market business units (including working capital improvements)
- ✓ Driving improvement initiatives in cost, inventory reduction, delivery, high quality standards, health and safety.
- ✓ Ensuring staff are selected, trained, managed, developed, rewarded and appraised in a manner that enables the organization to achieve its goals.
- ✓ Coaching, mentoring and guiding the Sales Representative in their day to day activities. Regular feedback sessions with the team members.

## Noteworthy Credits:

- ✓ Accredited for creating revenue from an office within 8 months of operations, with 800+ client base and providing service delivery par excellence. Grew territory and attained QAR 11 Million in 2006 with profit margin of 26%.
- ✓ Restructured various product pricing/discounts resulting in an 80% bid acceptance rate.
- ✓ Reduced employee turnover rate from 8% to less than 3% in two years.

## Premier Information Technology, Beirut, Lebanon As Business Development Manager & IT Project Manager

Jun'96 – Feb'05

- ✓ Steering entire array of Business Operations encompassing Strategy Planning, Target Setting, Business Development and Distribution Network Management; responsible for achieving stipulated Earnings before Interest Taxes & P&L.
- ✓ Go-to-market strategies by investigating on potential target segments, identifying opportunities, engagement models, sales plans and collateral development to funnel growth, visibility and win rate.
- ✓ Follow up on collection of outstanding receivables to ensure that all debts are collected according to the company debt policy.
- ✓ Expanding customer base by providing excellent customer service, locating and developing profitable niche markets, finding the most suitable products for those markets, and developing and executing plans that resulted in lead generation, strong customer relationships, and profitable sales.
- ✓ Creating company and brand awareness that drives revenue/profits through a unique mix of strategic marketing, business development & market-aware, product management.
- ✓ Preparation of Business Operating Plan. Monitoring and reviewing the budget on a continual basis ensuring operating cost within control.

## Noteworthy Credits:

- ✓ Devise and implementation of education program for new members, improving their product understanding and competency, resulting in revenue increase by 6% and enhancing customer satisfaction levels by 10%.
- ✓ Grew sales achieving 106% of annual target in 2001, 117% in 2002 and 122% in 2003.
- ✓ Successfully added 300 new accounts to company client list and significantly leveraged market share from several fierce industry competitors.

## ACADEMIC QUALIFICATION

2016 - University of Leicester - England, UK

**Master of Business Administration (MBA) (Specialism Marketing) (with Merit)**

1996 - Haigazian University - Beirut, Lebanon

**Bachelor of Science (BS) in Computer Science**

## CERTIFICATES

- ✓ Chartered Management Institute (CMI) Level 7 Diploma in **Strategic Management & Leadership**
- ✓ Microsoft Certified Systems Engineer – **MCSE**
- ✓ Cisco Certified Network Associates – **CCNA**
- ✓ Strategies for Successful Selling (SSS)
- ✓ High Deep and Wide



## AWARDS

The Leicester Award (2015)

## PERSONAL DOSSIER

Date and Place of Birth : January 1<sup>st</sup> 1971 – Lebanon

Nationalities: Lebanese & Armenian

Linguistic ability : **Fluent:** English, Arabic and Armenian  
**Working Knowledge:** French