



ABI HANNA MAYA

Telecommunication Engineer with 13 years working experience in MICROSOFT, NOKIA, HMD Global & other multinationals covering 12 markets in Middle East, Europe & North Africa. Strong Expertise in Project Management, Portfolio & Product Marketing, Sales & Retail Planning, Consultancy, Workshops & Training, Technical Presales/Care handling Mobile Telephony & Network projects with Operators, distributors, B2B & government entities

+961 70 119399 ✉ maya.abihanna@gmail.com [in https://www.linkedin.com/in/mayaaab/](https://www.linkedin.com/in/mayaaab/)

Work Experience

American Consulting Experts, Ace Middle East & Vantisco Academy, Milan

Senior Consultant & Trainer, EMEA

2019-Present

Collaborating with GMs to identify learning objectives, content development & delivery of proposed trainings. Managing dozens of Workshops & Trainings onsite & online in MEA & Europe for Operators & B2C including STC-Saudi Telecom Company & ZAIN on Product Management & Development, Digital Marketing, Virtual Sales & E-commerce with ACE accredited by Institute of Sales Management-ISM & Vantisco, accredited by Global Learning Systems

HMD Global (Home of Nokia Phones)

Portfolio & Product Manager, East Mediterranean & North Africa

Jan 2017-Mar 2019

- **Marketing Planning & Strategy:**
 - Managed 13 product launches, creating go-to-market plans, ensuring reach of target customers (via consumer studies, segmentation, market research, right marketing channels, following trends), monitoring timely readiness of cross functional teams marketing (ATL, BTL, Digital), retail, sales, care & technical
 - Introduced Nokia Portfolio to Press, Customers, and Operators in 9 markets in launch events in 3 languages
 - Led bundling project deals with several operators in the region, resulting in ranging thousands Nokia devices
- **Sales Planning:**
 - Planned device & accessory ranges and managed the generation of volume and value plans for 9 markets
 - Conducted competitive analyses and benchmarking in 9 markets, including technology launches, market research and price changes, and adapted sales plans accordingly
- **Care Management:**
 - Transitioned all partner contracts from Microsoft to HMD successfully with no interruption of business
 - Launched After Sales Support in EMI countries, including selecting care center locations, setting up infrastructure, and guiding partners on creating online support, recruiting and training staff, pricing, warranty coverage, spare parts and material availability on Android Phones
- **Technical Account Management:**
 - Managed technical readiness of new devices including operator ranging & testing, type approval with local governments, and shipment technical documents for clearance

MICROSOFT

Portfolio & Product Manager, North Africa, Egypt & Levant

Apr 2014- Dec 2016

- **Mobile Phones Portfolio & Product Expert:**
 - Led Training Workshops on Windows 10 for 22+ mobile operators, 10+ distributors, enterprises, and media across 8 countries in MENA. This resulted in several deals ranging thousands of Lumia devices in operator & B2B portfolios, and increased public awareness, press coverage and upgrades to W10
 - Demo Expert in Mobile World Congress Barcelona Mar 15, selected for early launch & demo of Windows 10
 - Crafted the consumer local phone messaging & positioning for retail team & B2C
- **Sales Planning & Competitive Analysis:**
 - Organized and led monthly sales planning sessions with business managers and country GMs to align on product strategy (including volumes and activations) by analyzing & sharing the competitive landscape as well as product stocks, historical performance, targets, and marketing campaigns. This resulted in tailoring sales strategies and launches & growing sales leads, revenue, profits & market segment share.
- **Product Launches:**
 - Supported with the 4G/LTE launch in Jordan and Morocco by ensuring Lumia device readiness & ranging through close coordination with telecom operators
 - Ensured new product certification in 8 markets by working closely with Ministries of Telecommunication, succeeding in securing 100% of necessary approvals before launch
 - Planned and managed the procurement and distribution of hundreds of mobile phone samples to partners, and sales/marketing/technical teams

NOKIA INTERNATIONAL

Portfolio & Product Manager, Levant Countries

July 2008- Mar 2014

Role promoted from Product Marketing Manager Lebanon to Portfolio and Product Manager Levant Markets.

- **Government Relations:**
 - Implemented, with Ministry of Telecom, Operators & Competing vendor in Lebanon, a solution to fight illegal devices importing. The IMEI blocking project was officially launched Apr 13, which resulted in illegal/Grey market drop from 80 to 30% in few months, millions USD in tax revenues, higher profit for legal distributors
 - Secured several product launches by creating variants to meet government requirements (embargo, security), and worked closely with Lebanese operator on upgrading their network to meet 3GPP std. to allow Internet usage on Nokia phones and on modifying operator's ISP to allow Nokia OVI service to be used
- **Operators & B2B Relationship:**
 - Supported 4G/LTE launch in Lebanon by ensuring swift access of Lumia devices to Alfa & Touch Networks
 - Recommended common phone ranging plans to Operators based on technology roadmap
 - Trained B2B team to setup enterprises access to their network & data remotely from their phones
- **Portfolio Planning & Product launches:**
 - Organized & Led telecom training sessions, tripling attendance to 200 trainees quarterly from 12 distributors
 - Analyzed competition moves per market and recommended portfolio positioning & sales plans accordingly
 - Pioneered the implementation of Go to Market process to ensure successful launches of products in market
 - Edited & shared Product Newsletter with internal teams, including latest phones updates & secret launches
- **Apps & Developers:** Boosted Product Sales by working closely with local developers on building/migrating their apps to Windows/Symbian platform and preloading relevant local apps & content to devices
- **Social Media:** Created & Managed Nokia Lebanon Facebook page incl. online campaigns, competitions & customer relationship management, growing the page to 10000 fans before handing it over to media agency
- **People Management:** Successfully recruited, trained & managed Product Specialists to cover additional markets

BMB (CISCO & MICROSOFT GOLD PARTNER)

Business Manager

2006- Jun 2008

- **Business Development handling Cisco, Microsoft & Internet Filtering Solutions:**
 - Secured 50 major new clients incl. MEA Airlines, AXA Insurance, Bellevue Medical Center, National Bank of Kuwait, Total & others in aerospace, banking, insurance, telecom, healthcare, & education
 - Managed 80 client accounts, generating more than USD 2 million in revenues with up to 40% profit margin & USD 500,000 recurring revenues
 - Assessed sales opportunities within budget, built & customized competitive network solutions to secure deals
- **Building Network Solutions:**
 - Designed Network Infrastructures including Cisco IP telephony, Routing, Switching, WAN & WLAN
 - Evaluated internet access, and proposed security solutions incl. Cisco Firewalls, Web & Email Filtering solutions (Surf Control, Websense and IronPort), Microsoft Servers

Awards

Winner of Power Pitch - winner & representative of HMD MENA in Global Nokia 8 competition, ranked #2 Globally
Hero of the month - received in Oct 2016, from Microsoft MEA, Microsoft Mobile Devices Group
Recognition Award - received in Oct 2013, from Nokia International Oy, Levant LO

Education

Bachelor of Engineering in Telecommunication -

2000-2005

- Electrical and Mechanical Engineering, Option Telecommunications and Networking, at E.S.I.B (Ecole Supérieure d'Ingénieurs de Beyrouth), USJ-Saint Joseph University.

Other Certifications

- GOOGLE Certification in The Fundamentals of Digital Marketing
- PROJECT & PROGRAM MANAGEMENT Certificate, Nokia & member of PMI with ongoing PMP certificate
- PEOPLE MANAGEMENT Certificate, Nokia
- Microsoft Partner Sales Academy, Consultative Selling & Customer Engagement Process.
- Evolution of Mobile Networks to LTE & Backhaul for HSPA & LTE Certificates, Telecoms Academy Informa
- CISCO Sales Expert, Cisco Adv. IP Comms Sales Specialist, Routing & Switching Sales Specialist
- Training at FTML-Cellis, GSM Operator, at the Radio & Optimization department

Languages

English (fluent), **French** (fluent), **Arabic** (fluent), **Spanish & Italian** (Beginner)

Interests

Diving/Swimming (Open Water Diving Certificate SSI), Traveling (30+ countries), BETA Volunteer