

Marc Charles Bassoul

Objective

Seasoned Business Development and Strategic Sales Leader with 25+ years of experience in Telecom, VoIP, F&B, and Advertising. Seeking a dynamic leadership role to drive revenue growth, cultivate partnerships, lead business development initiatives, and build empowered teams. Dedicated to delivering tangible results and enhancing competitive edge through innovative strategies.

Experience

November 2020 – September 2023

Mink Agency

Head of Growth

- Successfully managed and grew client accounts across multiple markets including Lebanon, KSA, and UAE, resulting in increased revenue and client satisfaction.
- Mentored and trained account managers, providing them with the skills and knowledge necessary to excel in their roles.
- Led project management efforts for a high-profile project sponsored by the Ministry of Culture's General Entertainment Authority in Saudi Arabia.
- Oversaw the implementation of initiatives supporting 13 startup businesses in KSA, driving their growth and success in alignment with project objectives.
- Developed and executed strategic plans to optimize client services and drive business growth, consistently exceeding targets and objectives.
- Collaborated cross-functionally with internal teams to ensure seamless project execution and delivery of high-quality services to clients.
- Played a key role in identifying new business opportunities and developing proposals to secure new clients and projects, contributing to the overall growth and success of the agency.

September 2016 - Present

Business Development & Marketing Consultant – Freelance

I- STARZPLAY May 2019 – May 2020

- 360 degrees' launch of the STARZPLAY brand in the Lebanese market
- Identifying distribution channels
- Establishing pricing scheme
- Developing go-to-market strategy
- Selecting advertising agency and media buying agency
- Building strategic partnerships with more than 70 prominent local and international brands in different sectors
- Developing joint activation campaigns with over 20 entities
- Collaborating closely with Marketing Team to optimize all advertising campaigns and conversions from social media campaigns.

II- Mobi January 2019 – May 2020

- Restructuring the Retail Sales Department
- Overseeing the Corporate Sales Department
- Updating distribution channel remuneration structure
- Reintroducing prepaid cards to the market
- Strengthening presence with electronic voucher vendors
- Collaborating with Marketing Team on developing brand awareness and pushing for MyMobi App downloads
- Emphasized on the “Change ISP” campaign and lead subscriber growth to 27% during FY2019.

III- Nymgo September 2018 – December 2018

- Restructured the Sales Department
- Put a stop to the sales drop.
- Reinvigorated the global distributors.
- Redesigned the reseller and distributor benefits and commission scheme to grow major markets again.

IV- La Siesta Beach Resort June 2018 – August 2018

- Worked closely with the General Manager in running the operation during the opening season.
- Supervised the Sales Team to optimize resort’s room occupancy.
- Introduced new items to the main restaurant’s menu.
- Setup and overviewed multiple events ranging from conferences to weddings.
- Liaised with the outsourced Marketing company.

V- Woodbees/Wooden Bakery Project August 2017 – August 2018

- Assisted in all aspects of launching the first franchise branch of Woodbees in Gemmayze
- Collaborated with the Marketing team to create brand awareness through social media.
- Managed the delivery fleet of the branch to optimize service time and drop delivery costs.
- Introduced the brand to corporate accounts and set up catering for multiple events.
- Grew average check by 18% from training phone operators upselling techniques.

March 2012 – August 2016

NYMGO S.A.

Sales Director

- Reporting initially to CEO, then to Sales VP
- Created Sales Department
- Recruited and trained Sales staff
- Introduced and implemented a CRM solution.
- Introduced and implemented gamification to the department.
- Developed staff members' skills for internal promotion.
- Created and grew a distribution network in 92 countries.
- Setting budgets and maintaining forecasts
- Conceiving, developing, implementing and managing the company's sales strategies.
- Ensuring timely and effective execution of the sales forecasts
- Executing a monthly sales summary and an annual sales report
- Coordinating with the sales executives and Business Development Consultants to gain new business and maintain good business relations with the existing clients.
- Building the company's distribution channel around the world mainly in Asia, Middle East and Africa
- Liaising with the marketing department to enhance the sales campaigns and promotions.

February 2009 – March 2012

Comium Data Group Holding

Group Sales Director

- Reporting directly to COO
- On-site leading the operations in Liberia & Sierra Leone
- Developing overall budgets and forecasts
- Monitoring remote operations forecasts
- Developing, implementing, and managing the company's sales strategy
- Creating and maintaining annual forecast
- Ensuring a consistent, fair and situational management style exist throughout the department.
- Generating a monthly summary report and comprehensive quarterly and annual sales reports
- Assisting the Marcoms Director for the products pricing, name, positioning, packaging, and definition
- Sharing responsibilities with the Marcoms director in terms of competitive analysis, strategies, and tactics

March 2003 – October 2008

Fusion Telecommunications Inc. – Efonica FZ-LLC Dubai Branch.

Area Sales Manager - Levant and Africa

Jan. 2000 - Feb 2003

DotLb - myTrack Lebanon

Sales Executive

Education

Pigier – Lebanon
1996 – 2000

Completed the Hotel Management cycle Degree.

Universite Saint Joseph – Lebanon
1995 – 1996

Completed 2 semesters in Business Administration.

Institut Moderne du Liban
1992 – 1995

Completed the secondary school cycle and BaccII.

Completed primary and intermediate school cycle in Notre Dame de Jamhour.

Personal
Information

Date of Birth: January 22nd, 1977

Place of Birth: Beirut, Lebanon

Marital Status: Married, two children.