



ALAIN J. BADRAN

- *Beirut - Lebanon*
- *+961 70 993668*
- *alain_badran@hotmail.com*
- *alainbadran20@gmail.com*
- *Male*
- *Single*
- *D.O.B.: 20/7/1987*
- *Lebanese driving license*

OBJECTIVE

To acquire a challenging and rewarding career with high growth prospects in order to gain a professional level of experience and wider public relations

MEPTICO-LEBANON

June 2017-
Present

Key Account Executive

Meptico company aims to deliver goodness and wholesome products to all ages and tastes. It strives to provide high-quality food and beverages while maintaining the highest safety standards with its customers and suppliers. It also adheres to ingredient selection criteria to develop a wide variety of healthy products.

Job Description:

- Prepare, negotiate, and implement Business Development Agreement
- Preview and monitor the market intelligence
- Ensure that all receivables and collections are within the agreed payment/credit terms
- Manage customer relationship
- Ensure full coverage of the assigned customers by performing regular visits as per the routing plan
- Maintain sales productivity aligned with the “sales fundamentals” guidelines to widen distribution
- Check and preserve the implementation of the agreed-on BDA to maintain shelf-share
- Monitor and maintain the clients’ stock with the use of a PDA having Meptico inventory software installed on it
- Perform a monthly presentation to the management team showing the progress and drawbacks facing the business throughout the entire month using statistical reports

EXPERIENCE

Business**Development****Manager**

Modern Digital Solutions offers products and solutions in various sectors of security, low current engineering, home automation and door automation such as CCTV systems, access control systems, intrusion alarm systems, physical security equipment, public address, nurse call systems, special lightning protection and grounding systems, videophone/tenant communication systems, automatic gates and barrier operators, automatic glass doors and many more.

Job Description:

Present new products/services to new clients as well as enhance relationships with existing ones

- Work with technical staff and other internal colleagues to meet customer needs
- Arrange and participate in internal and external client debriefs
- Attend industry functions, such as association events/conferences and workshops and provide feedback and information on market and creative trends
- Forecast sales' targets and ensure they are met by the team I manage
- Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales
- Build key customer relationships and plan persuasive approaches that will convince potential clients to do business with the company
- Observe and gain knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators
- Track/record activity on accounts and help to close deals to meet these targets
- Work with marketing staff to ensure that prerequisites (like prequalification or getting on a vendor list) are fulfilled within a timely manner
- Perform business development by training and mentoring our business developers
- Research and develop a thorough understanding of the company's employee potential and capabilities
- Manage the activities of other employees responsible for evolving the business
- Ensure all team members represent the company in the best way possible
- Submit weekly progress reports and ensure data is accurately entered onto the company's sales management system
- Present to and consult with senior level management on business trends introducing new services/ products and distribution channels and thus allowing us to evolve further
- Define long-term organizational strategic goals and enhance staff performance

	CUP & ROLL – LEBANON	April 2014- May 2015
	<p>Operations Manager</p> <p>Cup & Roll is a catering company specialized in crafting and baking thin-layered signature dough recipes in a cup-shaped crust and rolls with creatively assorted flavorful fillings.</p> <p>Job Description:</p> <ul style="list-style-type: none"> • State objectives in revenue and perform cost control • Ensure that proper control measures are in place at all levels of the operation and in all departments • Supervise and control F&B operation in their territory according to set standards and within agreed budgetary limits • Provide and make sure optimal guest service and satisfaction are met • Ensure pizza cups food quality, cleanliness and sanitation standards are met • Supervise the management of all outlets in the territory on daily basis • Hold regular performance appraisals with all executive staff, identifying areas for development and training needs, and ensuring that this training is implemented 	
	MOKA & MORE – LEBANON	January 2012 – March 2014
	<p>Project Manager (Regional)</p> <p>Moka & More is a well-known coffee lounge and restaurant in the Middle East with multiple branches in the gulf region.</p> <p>Job Description:</p> <ul style="list-style-type: none"> • Supervise all pre-opening steps from Electro-mechanical to civil work and fulfill all opening procedures from A to Z • Recruit and perform a full staff training • Perform the menu engineering phase in addition to handling inventory and procurement plus performing cost control and market analysis • Execute marketing campaigns • Control and monitor sales' target and take care of all data entries • Assign the restaurant policy and the related follow-ups to be done • Specify target and duties for staff <p>Openings Accomplished</p> <ul style="list-style-type: none"> • 1 outlet – Riyadh-Kingdom of Saudi Arabia • 2 outlets – Khartoum - Sudan • 2 outlets – Muscat – Oman • 1 outlet – Qatar-Qatar • 1 outlet – Dubai-UAE • 2 outlets – Damascus-Syria 	

	MOKA & MORE – LEBANON	February 2007 – January 2012
	<p>Branch Manager</p> <p>Moka & More is a well-known coffee lounge and restaurant in the Middle East with multiple branches in the gulf region.</p> <p>Job Description:</p> <ul style="list-style-type: none"> • Perform Store ordering/requisition and carry out data entries • Control sales target • Define the major policy of the restaurant and follow-up rules • Execute staff training in Lebanon and Gulf branches • Assign target and duties for each staff member 	
	GIBBONS SAL –LEBANON	January 2006-May 2006
	<p>Account Executive</p> <p>Gibbons Sal is a professional insurance consultancy and Brokerage firm.</p> <p>Job Description:</p> <ul style="list-style-type: none"> • Prepare presentations, proposals, and sales contracts • Develop new present new accounts • Manage the ongoing of existing clients' accounts • Handle and overview settlement of claims • Preserve quality and consistency of policies and service delivery 	
EDUCATION	Bachelor's Degree in business administration Major in business systems at Arab Open University (AOU) Beirut-Lebanon	September 2005 – June 2010
	High school Lebanese Baccalaureate II - Sociology & Economics Beirut Evangelical School-Rabieh (B.E.S.G.B) Beirut-Lebanon	September 2002 – June 2005
GENERAL SKILLS	<ul style="list-style-type: none"> • Good organizational skills & time management • Good communication skills • Capable problem solver • Leadership skills, able to work on my own initiative and as part of a team • Proven sales ability 	
COMPUTER SKILLS	<ul style="list-style-type: none"> • Proficient computer literacy proven through work experience • Advanced user in Ms. Office products (Word, Excel, PowerPoint, Outlook) and Movie Maker 	
LANGUAGES	<ul style="list-style-type: none"> • Arabic: Native Language read, written, and spoken excellently • English: Read, written, and spoken excellently • French: Working knowledge 	
ACTIVITIES/ INTERESTS	<ul style="list-style-type: none"> • Ex-Scout (Lebanese Scout Association – Rabieh 1 Group • Sports (Basketball, Football & Swimming) & Music 	
REFERENCES	Available upon request	