

# HOUSSAM BEAINO

**Nationality:** Lebanese

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## Summary

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A results-oriented and goal-driven Business professional with over 12 years of experience in the Lebanese, GCC and West African markets. Holding a Master's degree in Business Administration, focused on Marketing, and a Bachelor's degree in Business Administration, focused on Banking & Finance. Possess strong communication and interpersonal skills, with high commitment of achieving sales targets. Currently seeking a new and challenging opportunity where I can demonstrate my desire to succeed and achieve set goals, manage teams effectively, with the ability to lead in fast paced and diverse environments.

## Experience

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**Potential Agency Leader, Carati Agency, MetLife Lebanon – 07/2020 to Present.**

**Group Insurance, Lebanese Markets.**

- Maintain and improve mechanisms for the provision of insurance, including surveying and measuring governance, performance, administration and outcomes and disseminate feedback to the appropriate persons/entities
- Recruiting and training the new sales team, Set an example for team members of commitment, insurance management, administration standards, work ethics and habits and personal character.
- Involve in strategic planning and implementing new programmes and policies and reviewing existing policies as well as analyzing the risks associated with them.
- Developing and implementing a timeline to achieve targets and focus on team motivation
- Providing applicable legislation, regulations, rules, statements of principle and statements of guidance
- Contributing to the growth of the company through a successful team, by creating a pleasant working environment that inspires them.

**Business Development Manager, JMG Limited, offshore Lebanon – 05/2018 to 12/2019**

**Dealer for FG Wilson Diesel and Gas Generators, West African Markets.**

- Designed and implemented a strategic business plan, resulting in expanding the company in West Africa.
- Visited and conducted a market study on several potential Markets in Africa: Togo, Benin, Mali, Burkina Faso, Cameroun, Central Africa and Gabon to find new opportunities.
- Successfully signed Distributor Agreements in Burkina Faso & Gabon, resulting in achieving direct sales orders.
- Visited ADIPEC 2019 exhibition in Abu Dhabi and met with key people in different Oil & Gas companies to establish rapport, accordingly led to 30% increase in sales.
- Conducting regular in-depth analyses of company's policies & processes to ascertain strengths & shortcomings.
- Analyzing and reformulating existing and promising business contracts to maximize turnover.
- Scrutinizing the market to elucidate clients' needs, competitors' activities and promising avenues that have not yet been explored.
- Inspecting company finances to identify trends and set reasonable targets.
- Crafting short and long-term, actionable plans in consultation with the Directors.
- Communicating strategies with staff to obtain their buy-in.
- Training staff in appropriate techniques to support the utility of business strategies.
- Compiling detailed reports that capture successes and opportunities.

## **Sales & Marketing Manager, YOUNES BROS, Lebanon – 01/2006 to 04/2018**

### **OEM of Cummins G -Drive Engines in Lebanon, GCC Markets.**

- Identified KSA as an emerging potential market for growth, resulting in the company's expansion in this market.
- Successfully generated a lead of 50 corporate accounts, out of which 15 were realized as high business giving customers.
- Retained the company's top 15 customers in the wake of strict competition, by devising and presenting them best delivery period with discount options.
- Successfully met company sales targets by a 100% between the years 2009 and 2013.
- Managed organizational sales by developing a business plan that covers sales, revenue, and expense controls.
- Set individual sales targets with the sales team, tracked sales goals and reported results as necessary.
- Oversaw the activities and performance of the sales team.
- Coordinated with marketing on lead generation.
- Developed the sales team through motivation, counseling, and product knowledge education.

## Education

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**Masters of Business Administration Marketing** - Notre Dame University (NDU) - 01/2012

**Bachelor of Business Administration Banking & Finance** - Notre Dame University (NDU) - 01/2005

## Certifications

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- **Advanced Google Analytics Certification**, Google Analytics Academy – 09/2021
- **Google Analytics for beginners Certification**, Google Analytics Academy – 09/2021
- **Business Analysis Certification**, TEC – 03/2020
- **Digital Marketing & Strategy Execution Workshop**, JCI – 02/2020
- **The Extraordinary Productive Leader**, Starmanship & Associates – 07/2019
- **Effective Leader of the Future**, Starmanship & Associates – 05/2018

## Skills and Expertise

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|-----------------------------------|------------------------------------|
| • Business Strategy & Development | • Sales & Marketing                |
| • Business Consulting             | • Brand strategy and planning      |
| • Operations Management           | • Leadership & Project management  |
| • Public Speaking & Presentations | • Multi-Tasking & Time Management  |
| • Communication & Negotiations    | • Research and Data Analytics      |
| • Microsoft Office                | • Critical and Analytical Thinking |
| • Training & Coaching             | • Performance Management           |

## Languages

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- **Arabic:** Native
- **English:** Fluent
- **French:** Fluent