

Elias A. Abou Chacra

**International Sales Manager, Customer Service & Business Development.**

A double diploma graduate in Marketing from LCU / UQAM. Result driven professional with proven business development and packaging project management. Succeed in shaping optimal and efficient operational road map, achieving all objectives and ensuring a smooth operation.



25 – Aug – 1984 📅

Married (One Child) 👤

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Ballouneh, Lebanon 📍

## WORK EXPERIENCE

### **Commercial and Sales Manager**

Bach Snacks S.A.L

*Specialized in manufacturing Chips Pellets*

02/2021 – Present

Beirut – Lebanon

- Managing the Company Sales team activities covering MENA & EU area – Setting KPIs and Sales Process.
- Analyzing the business performance, including the profitability, revenue, pricing and cost of goods sold.
- Managing budgets, expenses, pricing and commercial arrangements.
- Taking a lead role in solving commercial issues.

### **International Sales Manager (Offshore)**

MTC International Trade – MTC Group Holding

*Specialized in manufacturing and converting PVC Cling Film, Alu. Foil, Platters and Containers – Hygiene Products.*

01/2019 – 02/2021

Beirut – Lebanon

- Managing the daily operation activities of the export sales team covering MENA area.
- Establishing Focal point of sales in new Markets.

### **Customer Services & Bus. Development Manager**

Easternpak – NAPCO Group / INDEVCO Group

*Specialized in manufacturing and converting corrugated packaging products.*

01/2015 – 10/2018

Dammam – KSA

- Prepare, review and evaluate manufacturing costs.
- Manage daily operational activities, order processing, production planning schedule, warehousing, shipping and monitor operational progress toward target.
- Prepare SWOT (Strengths, Weaknesses, Opportunities and Threat), KPI (Key Performance Indicator) and APO's (Annual Performance Objectives)
- Coach, Train and Evaluate staff performance, recommend promotion / additional training.
- Serve multinational clients (PepsiCo, Nestle, YUM HO + Franchisee, P&G, Mondelez, SABIC Group...)
- Develop, initiate the presentation of all new products and take the lead of launching it in the set market.

### **Customer Service Senior Teams Leader**

01/2013 – 01/2015

Dammam - KSA

### **Customer Service Coordinator Supervisor**

01/2010 – 01/2013

Dammam - KSA

### **Area Sales Supervisor - Riyadh**

06/2008 – 01/2010

Riyadh - KSA

### **Area Sales Representative – Dammam**

10/2007 – 06/2008

Riyadh – KSA

## ACHIVEMENTS

### **Warehousing & Shipping:**

Developed a systemized way of pallet stacking and truck filling, resulting an increase of 15% on Average truck load per year as well as leading the shipping team to score the best result on a daily basis ("Production +" Concept).

Micro managed the warehouse team and implemented the shipping planning for 24-hour operations ensuring a month closing  $\leq$  of a shift production (8 hours / over 110 SKU and 60 customer products). Conducted on a monthly basis a warehouse inventory which show the accuracy of the practices set and keeping a difference less than 1% (being same item but different tag number).

### **Production Planning:**

Implemented the "Produce to ship" concept maintaining all machines run ability in an efficient way, which result as well a reduction of the production waste up to 5% on average.

Introduced ICOS (INDEVCO Container Online System) to the VI client, as well trained the 5/95 customers to use the online system and placed their order themselves accordingly leading the OTIF result (On Time In Full) to reach the 95%.

### **Audit and Certification:**

Contributed in a heavy way to maintain scoring a high grade over 90% in all YUM audit (announced and un- announced) thru guiding the operation team to maintain the good practices and updating the processes allowing to be up to dated. As well as scoring 100% in all mock recall done under my supervision.

## LANGUAGES

English ● ● ● ● ● ●  
Arabic ● ● ● ● ● ●  
French ● ● ●

## EDUCATION & CERTIFICATES

### Major in Marketing – Double Diploma

LCU - Lebanese Canadian University / UQAM – Université  
Du Québec à Montréal  
10/2003 – 06/2007

### Sales Strategy – “Red Blue Ocean”

INDEVCO Group – Lebanon 2017

### “The Changing environment of the paper & carton industry”

INDEVCO Group – Lebanon 2016

### “SMETA - SEDEX Member Ethical Trade Audit”

SGS – Saudi Arabia 2015

### “Emotional Intelligence”

BEYOND – Saudi Arabia 2014

### “BHS Corrugator Process”

BHS Group – Saudi Arabia 2013

### “Problem Solving & decision making”

KEPTNER TREGO – UAE 2012

### Internal Quality Auditing Certificate (ISO 9001)

FAHASS / TUV – Saudi Arabia 2011

### “Middle Management”

MEIRC – Saudi Arabia 2010

### “Sales Planning & Territory Management”

MEIRC – UAE 2009

### “Time Matters”

Matters – Training & Consultancy 2008

### “Salesman Ship” / “Flexibility in selling”

INDEVCO Group – Saudi Arabia 2007

## ACHIVEMENTS

### Sales, Project Management and Business Development:

#### United Arab Emirates: (Dubai, AL Ain, Fujairah, Ras el Khayma, Sharjah and Abu Dhabi)

Conducted a Market research in UAE for a month and half resulting of a 67 potential leads, out of it 21 were commercialized generating 40% income out of the total area.

#### Sultanate of Oman: (Muscat, Salalah, Nizwa, Sur and Sohar)

Handled the market of Oman for a period of 3 month After being dumped for a year due to market situation, I was able to recapture 85% of the lost customer and increased the portfolio by 30% of new customer and uphold the result till I hand it over to the sales.

#### VIC: Very Important Customer (YUM, SABIC...)

As a customer service manager, all the VIC were personally served from my side, giving a 20% increase yearly as well reducing the communication gap and complaint to Null. Total complaint for VIC customer were reduced to 0.1%.

#### YUM + Franchisee: (8 within the GCC and 3 overseas)

During the last 5 years, I developed, presented, planned and delivered on time to YUM franchisee as pizza hut and KFC within the GCC, South Africa and Middle East. The products were engineered, designed approved in a very professional way which lead us to be the sole supplier and get the reward for the most innovative and trustiest supplier for more than 5 consecutive years.

## SKILLS



### Soft Skills

- Relation Ship Building
- Listening
- Time Manag.
- Communication
- Research + Info Gathering
- Critical Thinking
- Problem Solving
- Affinity with Technology
- Collaboration
- Creativity
- Business Ethics
- Multi-Tasking
- Adaptability



### Hard Skills

- Product Knowledge
- Business Communication
- Active Listening
- Conflict Management and Resolution
- Prospecting & Lead qualif.
- Referral Marketing
- Closing Skills
- People Manag.
- Sales Leadership
- CRM