

Mohammad Salem

+961 71 695 550
Lebanon, Beirut

msalem@salemgrp.com

Objective	To be able to positively impact the lives of anyone I work with while still outperforming expectations
Skills & Abilities	Communication, Time Management, Team Building, Coachable.
Experience	<p><i>Founder of Salem Group (2019 – Present)</i></p> <p><i>Salem Group is a consulting office in the heart of Beirut that deals with different industries and is currently consulting for a number of Small to Medium sized corporates in Lebanon and the region.</i></p> <ul style="list-style-type: none">• Founded more than 8 tech startups in 2020 that are set to revolutionize industries such as agriculture, fintech, healthcare, retail and education.• Named 2020 Agripreneur finalist after developing. high tech solution for precise agricultural practices using data analytics and AI.• Initiated several Social Enterprises which aimed to support underprivileged individuals and refugees residing in rural areas that lacked the knowledge and accessibility to foreign markets.• Supported more than 600 startups and MSME's (2020-2021) in developing a clear business plan, utilizing resources and financial planning. <p>MSME's Support Program Sustainability Consultant at Care International</p> <ul style="list-style-type: none">• Mapped and identified MSMEs support projects implemented by international and local NGOs and development centers in North Lebanon and identify the type of assistance provided (trainings, cash assistance, In-kind assistance, market linkages, ...)• Identified the impact of the interventions on the MSMEs,by highlighting successful components projects in addition to lessons learned.• Identified the gaps in the services provided to the MSMEs in North Lebanon• Identified the challenges faced by International and local NGOs in the projects that aim at supporting MSMEs and Cooperatives• Drafted a consortium that was able to base on the findings and recommendation of the study, to provide more detailed / specific / needed services to the MSMEs sector in North Lebanon <p>Business Coach at The Nawaya Network</p> <ul style="list-style-type: none">• Reviewed business models to ensure financial viability and sustainability.• Worked closely with the Incubation Coordinator to streamline processes and ensure procurement takes place ethically and effectively with various concerned stakeholders.

- Ensured that reliable and quality data is being collected as requested by the M&E Specialist.
- Reported regularly to the Programs Manager and the Incubation Coordinator all issues and problems faced in order to take immediate action steps and making sure the Program Objectives are being met.
- Ensures seed funding disbursements and invoices are reconciled by last Friday every month, and are submitted to Financial Unit.

Economic Development Consultant at Expertise France

- Developed a training manual aimed at providing information regarding business management in times of crisis that can be transferred to micro, small and medium enterprises (MSMEs) operating in the Lebanese environment.
- Conducting a training-of-trainers on business management in times of crisis.
- Provided capacity development support in Economic Recovery to six local NGOs partners.
- Conducted research on partner NGO's projects and beneficiaries' demographics to prepare a specifically tailored manual.
- Advising NGO's on different tools and procedures to prepare an MSME's crisis management training.

Business and Market Linkage Expert at Basmeh and Zeitooneh

I took part in two different projects at B&Z. The first project was aimed to educate and provide business mapping services to Sewing Startups located in underprivileged areas and my main responsibilities were:

- Researching the market in which the participants are about to launch their businesses in, indicating the feasibility of initiating such businesses in the are, competitor analysis, operations work-flow
- Market-linkages and the way to how participants should approach the market.
- Coaching and training participants on business basics and what would be the main skills needed to start a business.
- Guiding participants on what would be the optimal way to use their grants while launching their businesses.

The second project was coaching and training 50 MSME's on building a business recovery plan, the project was targeted towards businesses that got affected by the Beirut Blast. My main responsibilities were:

- Assist Small Businesses in the development of their business recovery plans.
- Monitor the progress over time and adjust the business plans if needed, through field visit and frequent updates and provide mentorship and coaching to the owners.
- Ensure the sustainability of businesses and Link them with other business development service providers.
- Analyze business plans proposals for potential new small and micro businesses.
- Advising on what grant would be of most support to recover their businesses given the strict budget.

MSME's Trainer at Jafra

- Developed an MSME's Program supporting 75 MSME's and 10 Startups from Chatila and Burj Al Barajneh area.
- Introduce new business development techniques to 80 participating MSME's and Startups.
- Work with each participant to come up with a business model and business plan for their initiative
- Trained and Coached participants on different business sector topics that every business owner should understand in order to grow their business
- Designed the program while working on a strategy for grant distribution at the end of the training cycle
- Monitored participants improvement in business development.

Business and Market Linkage Expert at Akkarouna

- Introduce new business development techniques to 15 participating MSME's.
- Work with each participant to come up with a digital marketing plan including reviewing their business' digital capabilities.
- Setting SMART objectives to grow online leads and direct online or indirect offline sales.
- Defining digital marketing methods to be invested in & Defining the resources required for digital marketing.
- Introduce each participant to product branding, packaging, and advertising, or pitching their services.
- Informing each participant of the different marketing techniques, as well as the breakdown of the marketing-related support.

Business Development Consultant at Dawaer Foundation

- Plan, develop and oversee the overall business development strategy through designing a full-fledge visibility and marketing strategy that will increase engagements and sales potential, and driving the Online Media Platform of Our Stories in to generate income.
- Plan for platform's financial success by analyzing the effectiveness of different channels (including Facebook, Instagram, and YouTube) to check on potential sales leads.
- Determine key business development KPIs
- Communicate with clients
- Develop sales strategy and onboard new customers

Business Development Consultant at Save the Children

- Prepared curriculum and training methodology on introducing ICT and Crisis Management to MSME's business owners.
- Delivered both trainings to 100 MSME's owners over the course of 4 days and 60 hours of trainings.
- Delivered tailored solutions to a sample of the participating businesses while monitoring their understanding of the course's material.
- Prepared a final draft report which was later on shared with SC Program manager to assess the training effectiveness.
- Conducted the entire process of meeting with SC Management, preparing both curriculums from scratch and implementing the training within an urgent timeframe of 48 hours only.

Senior Business Consultant at Horae Group

- Prepared Market Research and Sales Strategies for Horae Egypt Clients.
- Prepared clients market expansion strategies to African Countries
- Performed data analytics for clients in the F&B industry.
- Trained client sales team after assessing teams skills and preparing a training manual for each department.
- Consulting different clients on expansion plans and product diversification that led to an increase of 7% in sales.

Business Coach at INJAZ

- Conducted weekly meetings with different teams during their incubation period to consult on their business plan.
 - Facilitating the weekly Innovation Camp for young entrepreneurs.
- Mentoring different teams of young entrepreneurs during their journey at GIL Competition.
- Supporting different teams and individuals in their business planning and strategies.

Data Analysis Trainer at SAWA Development and Aid

Conducted a one-week online training sessions to SAWA Management Team on different means and strategies to better handle data.

- Prepared a detailed curriculum on the material and exercises to be shared with the team taking into consideration the difference between usage and dependency of each participant on data during their day-to-day activities.
- Performed monitoring session post training to evaluate their learning outcome out of the sessions.
- Prepared a pre-training and post-training quizzes to test their knowledge.

Sales Consultant at Hazel Chocolate (2019 – 2020)

- Drafted a sales strategy for how Hazel can expand their product sales into the markets of Doha and Jeddah.
- Conducted meetings with different potential clients and managed to close several deals that lead into Hazel expansion to the MENA region.
- Tracked performance increase for sales which was about 14% annual from previous years.
- Consulted management on what Qatari and Saudi markets preferred in terms of product to help in product diversification.

Managing Partner at 404 Management (2017 – 2019)

- Event management for one of the biggest names in the events industry like the Hult Prize, Saudi National Day, BIAF, Entrepreneurship, World Cup Fan zone and much more.
- Provided social media services to brands from different industries (Printing, F&B, Education etc.).
- Content editing and writing services.
- Brand awareness and campaigns to drive sales up for companies struggling from online presence.
- Drove implementation of new market expansion to propel business forward and adapt to market changes.
- Developed key operational initiatives to drive and maintain substantial business growth.

Education

American University of Beirut

2013 - 2018

Major in Business Administration

Double Concentration: Finance & Entrepreneurship

Minor in Petroleum Studies

LinkedIn Learning Certificate

2021

Managing During Difficult Times – Crisis Management

Train the Trainer

Johns Hopkins University

2020 - 2021

Managing Data Analysis

Exploratory Data Analysis

UNSW

2020

Designing the Future of Work

Mahara Tech

2020

	Blockchain Fundamentals
Volunteer Experience	<ul style="list-style-type: none"> • Mentor at Bridge for Billions Incubator (Al Borg- Health-tech Incubator) • Guest speaker on Arab Entrepreneurs – MIRAS • INJAZ Mentorship • Designing the Future Post Covid-19 Hackathon by UNDP (Mentoring) • MIT Lebanon Hackathon (Mentoring)