

# Mohamad Fanous

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## Summary

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- Experience in strategy, business development, venture building, program, and team management
- Helped tens of startups navigate ideation phase, validate ideas, build MVPs, and acquire early customers.
- Deep understanding of tech business models, business operations, product operations and strategic partnerships

## Work Experience

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**American University of Beirut – Talal and Madiha Zein Innovation Park – Beirut,**  
Lebanon

**Jan 22 - Present**

Entrepreneur in Residence (Freelance)

- Acting the startup teams' strategic advisor, co-piloting their efforts to validate their ideas, develop their product, launch, and raise capital
- Supporting startup teams in their incubation journey and in managing their individualized goals and investment readiness

**American University of Beirut – Maroun Semaan Faculty of Engineering and**  
Architecture – Beirut, Lebanon

**Jan 22 - Present**

Instructor (Part-time)

- Leading a 3-credit course 'FYP Accelerator' 'FEAA502'
- The Final Year Project (FYP) Accelerator is the Entrepreneurship Track's flagship program that allows graduating MSFEA students to take their Final Year Project beyond the MSFEA and university setting and think of it as a potential viable business.
- Assisting students in transforming their technical innovative project into a viable business
- Teaching lean, agile, and design thinking methodologies
- Providing access to seasoned mentors and regular feedback to guide the team in testing, iterating, and launching its product
- Enhancing pitching skills
- Guiding team on legal aspects of business, including intellectual property rights
- Integrating team in the wider startup ecosystem
- Teaching team members on how and when to raise capital

**Antler – Amsterdam, The Netherlands**

**Oct 21 – Dec 21**

*Entrepreneur in Residence*

- Joined Antler ASM4 cohort
- Validated and prototyped a solution for DTC brands to acquire customers more effectively through conversion focused brand collaborations
- Defined value proposition, target customer segment(s), product roadmap, business model, unit economics, financial model and raise capital.

**Berytech – ACT Smart Innovation Hub Accelerator Program – Beirut, Lebanon**

**Jul 20 – Sep 21**

*Accelerator Program Senior Coordinator*

- Oversaw the 2 startups portfolios simultaneously, the Agrytech and Cleanergy accelerator programs
- Supported and monitored startup progress through idea conceptualization, product development, deployment, and commercialization
- Defined alongside startup founders validated value proposition, core product features and product roadmap
- Guided startups through their product prioritization decisions, defining vital metrics to track, and built-in customer feedback loops
- Sharpened startups' go-to-market strategies and supported their expansion plans regionally into MENA (Middle East and North Africa)

**Oct-16 – Aug-18**

**Coty Inc. – Dubai, UAE**

*National Account Manager*

- Designed & implemented go-to-market strategies by collaborating with trade-marketing and demand-planning functions; achieved 15% growth in mass and make-up businesses
- Restructured and led post-acquisition sales team of 30+ members; achieved 50% increase in sales-rep productivity by re-assigning duties based on geographic and channel expertise
- Led the post-acquisition growth strategy and developed commercial strategies to expand into white-space in supermarket and pharmacy channels; increased annual revenues by \$500,000
- Introduced Rimmel make-up brand in petrol stations for first time in UAE; awarded Global Challenger Award for successfully entering a new market segment
- Repositioned Coty as a premium supplier after acquisition of Proctor & Gamble; developed corporate strategies to advertise expanded product offerings to clients

**Procter & Gamble (Coty Inc.) – Dubai, UAE**

**May-16 – Sep-16**

*Regional Sales Manager (Saudi Arabia, UAE, Qatar, Kuwait & Oman)*

- Directed Coty's post-acquisition integration of Max Factor cosmetics; partnered with global integration leaders and external consultants to achieve zero days of disruption
- Headed retail activation of Max Factor brand campaigns across all key accounts in GCC territories; resulted in highest sales numbers of any Max Factor campaign in 2 years

**Mars Inc. – Dubai, UAE**

**Feb-16 – Apr-16**

*Field Sales Manager*

- Optimized in-market spending and re-allocated trade spends to higher value generating activities; achieved 15% growth in net sales and 10% growth in gross sales
- Trained team of 10 sales executives and merchandisers, resulting in promotion opportunities of over 5 team members

**Mars Inc. – Dubai, UAE**

**Feb-14 – Feb-16**

*Sales Supervisor*

- Handled hypers accounts in Dubai and was responsible for securing national promotions and listings with Lulu
- Trained sales managers and executives on EPOS data analysis to generate actionable insights in their daily operation

**Binzagr Co. (Unilever Division) – Dammam, Saudi Arabia**

**Apr-13 – Jan-14**

*Key Accounts Supervisor*

- Turned around declining sales at largest customer in eastern Saudi Arabia; closed fiscal year at 14% growth by shifting to a customer-focused strategy

## **Education and Qualifications**

**University of Oxford** - Saïd Business School, UK

**2018 - 2019**

*Master of Business Administration (MBA) - Strategy*

Key Projects:

Ideation Lab

- Led a team of 4 in design thinking workshops using observation and problem identification, in addition to lateral thinking techniques

Waitrose UK Personalized Shopping & Nutrition Platform – Part of Artificial Intelligence & Advanced Analytics in Marketing, Advertising & Retail Course

- Designed alongside a team of 3 MBA students a new personalized shopping platform for Waitrose UK based on personal medical conditions, nutritional needs, external medical research and ingredient data transparency
- Examined and analyzed consumer behavior and retail shopping trends to arrive at a value adding platform to Waitrose and its shoppers

Amazon Fresh Scale Up Challenge – Part of Organization Behavior & Technology Operations Course

- Identified the main problem to be last mile delivery through critical process mapping and social listening methods

- Designed a new supply chain network utilizing Lean Six Sigma techniques utilizing Wholefoods outlet as distributed fulfillment centers

**American University of Beirut** – Beirut, Lebanon

**2008 - 2012**

*Bachelor of Business Administration – Finance and Decision Science*

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#### **Skills and Certifications**

- Skillful BizOps Program: 5-week, Immersive, hands-on online upskilling program in problem framing, hypothesis definition, key metrics identification, high-growth tech business models, data analysis with SQL and visualization with Redash and Tableau
- Skillful Cases, Product Operation: 2-week learning sprint on Product Operations in tech companies. Worked on a product prioritization, road-mapping, and product launch project while being mentored by a Global Product Ops manager at Uber.
- Skillful Cases, Strategic Partnerships: 2-week learning sprint on Strategic Partnerships in tech companies. Worked on a Neo-bank partnerships case, where I got to better understand how fintech ecosystems work, how to frame ambiguous problems and create compelling business cases for both sides of the partnership.
- Data Foundations by Udacity – Data Analysis, SQL, Data Visualization, Tableau

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#### **Achievements**

- Global Challenger Award – Awarded by Coty for challenging the status quo
- Sales Leadership Award – Awarded by Mars for exceeding sales goals

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#### **Interests**

Peer Supporter – Provided peer supporting services for students at University of Oxford

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#### **Languages**

- English (Fluent)
- Arabic (Native)
- French (Beginner)