



John Michel Ghorra

Business Development Manager

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Personal Details:

• Place of Birth: Beirut • Nationality: Lebanon

Male • Civil Status: Married

Growth-focused professional with comprehensive experience leading all business development, sales and marketing operations for top-tier organisations to drive maximum revenue and profitability.

Credible history of success formulating and implementing lucrative strategies, securing new deals and growth opportunities, optimising costs, and improving existing policies and procedures. Track record of setting targets, monitoring performances, mentoring staff, and maximising return on investment. Proven ability to establish, train, and direct high-performing teams to ensure the attainment of the most challenging objectives with unequalled success. Possess in-depth knowledge of Major International Manufacturers of Office furniture, Demountable partition, Raised floor, Lighting, and Carpet Industries. Leadership acumen; skilled at spearheading key projects/initiatives from initial planning through to execution, whilst transforming all conceptual approaches into operational procedures. Refined communicator; excels at cultivating professional relationships with teams, stakeholders, and management at all levels. Equipped with outstanding analytical thinking, time/resource utilisation, decision-making, people management, and organisational skills. Thrives in diverse, fast-paced, and deadline-driven environments.

Areas of Expertise

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|---------------------------------------|--------------------------------|----------------------------------|
| • Strategic Planning & Implementation | • Sales & Revenue Maximisation | • Team Leadership & Development |
| • Project & Programme Management | • Product Portfolio Management | • Continuous Process Improvement |
| • Business Development & Expansion | • Market Research & Evaluation | • Cross-Functional Collaboration |
| • Sales Operations Management | • KPIs & SLAs Fulfilment | • Complex Problem Resolution |
| • Product Lifecycle Management | • Contracts Negotiations | • Relationship Management |

Career Experience

Ghorra Fuel Buro, Zahle, Lebanon

2018 – Present

Managing Director

Direct and coordinate key business activities, including pricing, sales, and distribution of products. Plan and oversee sales promotions. Develop and implement product-marketing strategies, such as advertising campaigns.

- Invested in various petrol stations as a continuity of the legacy of family's business.
- Spearheaded multiple office furniture projects across Lebanon.

Esquisse D'art Commercial/Residential furniture for Lebanon & Saudi Market

2015 - 2018

Territory Manager

Led numerous contracted building projects from scratch, in coordination with different concept and design firm's offices in Beirut and KSA Eastern and Central Province, whilst serving as a Brand consultant. Selected builder's options and upgrades by meeting with end users. Managed various mega and medium-scale projects. Determined needs and developed custom design solutions in adherence to buyers' preferences and budgets.

- Facilitated customers with accurate and timely information related to product specifics, pricing, delivery, and order status.
- Improved awarded mega projects and existing accounts by supporting product research and business strategies.
- Identified special requests by gathering information and verifying applicability with end users.

Interface Inc., Saudi Arabia

2013 – 2015

Business Development Manager

Steered all integral aspects of market research and analysis to generate sales forecasts for carpet, whilst improving marketing policies and practices to successfully close sales leads and penetrate a competitive market. Specified and prepared tender documents in liaison with consultants, architects, and interior design firms for medium and big-scale projects, whilst reporting to the higher management using CRM. Drove maximum sales and strengthened product portfolio by managing the launch of a new carpet line. Guaranteed sufficient exposure to Interface product portfolio and project support on a regional basis by engaging with the design industry. Strategized, planned, and enforced annual budgets.

- Reduced coverage gaps in key market segments by conducting in-depth market research and competitor analysis.
- Ensured best service delivery in the region by establishing key Global accounts relationships with Interface global teams.
- Secured the best return on investment by implementing best industry practices in line with set benchmarks.
- Met and exceeded sales targets by collaborating with distributor's management and leadership team.
- Achieved annual turnover of 1.2M Euro as well as oversaw the KAFD premises.

Technolight, Saudi Arabia

2007 – 2013

Senior Projects Manager

Administered complete control over an annual sales budget for two divisions Office furniture and Lighting of 80M Saudi Riyal. Confirmed market share growth in Riyadh market by planning and executing robust strategies. Prioritised consistent improvement in selected product quality and value proposition. Built a network of suppliers with a focus on attentive cost value, quality management, and increased purchasing leverage to prioritise optimal efficiency. Directed and mentored sales team to encourage self-sufficiency and competition. Optimised revenue development by establishing reputation for operational excellence, whilst maintaining superior customer service. Ensured compliance with established credit terms, criteria, and policies by controlling the finance department. Negotiated shipment mode and verified Inco-Terms of FOB, CIF, C&F, and Ex-factory.

- Amplified brand recognition for major furniture and lighting brands, including Kimball, KI, Blueridge & Tandus carpet, Tecno, Estel, Alea, Actiu, Arper, Vitra, Walter Knoll, JMM, Konig Neurath, Koleksiyon, Andrew World, Erco, Rovasi, Wever Ducre, and Philips.
- Enabled efficient capitalisation of market opportunities by acting as the key point of contact for decision-making regarding product pricing.

- Promoted distribution and channel expansion by issuing bank LCs and negotiating consignments terms, and conditions.
- Accomplished 65% growth in sales within nine months of induction by steering consistent growth in market penetration.
- Maintained cash flow stability by pursuing outstanding payments and authorising accounts payable transactions.
- Facilitated business development and client portfolio growth by negotiating and closing lucrative deals.
- Secured additional revenue streams by Identifying and establishing key accounts.

Additional Experience

Deputy General Manager – Systems Design Group Beirut

CEO & Managing Partner – Ghorra Fuel Petroleum Co.

Education & Credentials

Bachelor of Arts in Interior Design

Notre Dame University

Sales Management Certification

B2B Certification

Digital Sales Certification

Project Management Certification

Key Projects

CMA (Capital Market Authority), Riyadh Head office – Furniture, Carpet & Raised Floor (14M SAR)

ECRA (Electricity, Co-Generation Regulatory Authority), Riyadh Head office – Furniture, Carpet, Demountable partition & Lighting (4.5M SAR)

Criminal Court Buildings, Riyadh High Commission for the Development of Arriyadh – Furniture & Carpet (3.5MSAR)

KAFD (King Abdullah Financial District), Riyadh Al Riyadh – Furniture, Lighting & Carpet (6.8M SAR)

King Abdul-Aziz Library, Riyadh Takwinat Consultant – Furniture, Mobile Filing System & Lighting (18M SAR)

King Saud University, Riyadh – Architectural Faculty Furniture & Carpet (7.2MSAR)

PNU (Princess Noura University), Riyadh – Dar Al Handasah Furniture, lighting & Carpet (22.5M SAR)

King Sultan University, Riyadh – Furniture, lighting & Carpet (1.8M SAR)

IBM offices, Riyadh – Global account Carpet (600K SAR)

Typsa Consultants New Offices, Riyadh – Carpet & Furniture (1.6M SAR)

BSL bank new offices, Lebanon – Furniture, Carpet, Raised Floor (\$350K US)

AUB College Hall, Lebanon – Furniture, Carpet (\$2M US)

Audi Plaza bank HQ, Lebanon Kevin Dash Designer – Carpet (\$400K US)

AN Nahar Newspaper new offices, Lebanon Al Dada Consultants –Furniture, Carpet, Raised Floor & Filing System (\$800K US)

CISCO offices, Lebanon Global account – Furniture, Carpet, Raised Floor (\$150K US)

Procter & Gamble, Lebanon Global account – Furniture & Carpet (\$180K US)

Merrill Lynch, Lebanon Global account – Furniture, Carpet & Raised Floor (\$850K US)

Professional Training

STEELCASE Product Knowledge Program in Jordan

INTERFACE Marketing Programme in Antalya, Turkey

NEOCON Exhibition in Chicago, USA

ACTIU Sales & Product knowledge Programme, Alicante, Spain

ORGATEC Exhibition Cologne, Germany

TANDUS Powerbond & Sales Business Support Program, Goa, India

Konig Neurath Sales & Environment Support Program 2012 Frankfurt, Germany

INTERFACE Sales Induction Program, Scherpenzeel, Netherlands

INTERFACE Think Modular & Sustainability Programme

INTERFACE CRM (JD Edwards Enterprise One)

INTERFACE Digital Selling Programme

Technical Proficiencies

AutoCAD | MS Office Suite | Outlook Express | Notes | CRM (JD Edwards Enterprise One)