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## WASSIM G. HALAWI

Strategic thinker with a proven track record in driving business growth, I bring over 14 years of dynamic experience as a Regional Manager. My skills encompass marketing, sales, management, and technical experience, enabling me to orchestrate successful end-to-end business solutions.

### EDUCATION

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[2003-2007] BEIRUT ARAB UNIVERSITY Lebanon  
B.E., Electrical Engineering with emphasis on Communications  
Date of Graduation: July, 2007  
Cumulative Average: 80

[2007- 2010] LEBANESE AMERICAN UNIVERSITY Lebanon  
MBA Masters of Business Administration

### WORK EXPERIENCE

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***First Nutrition, Jordan/Lebanon/EMEA*** [March 2012 – Current]  
Regional Business Development Manager

- Multi-disciplinary task: Digital Marketing, Regulatory Affairs, Management, Finance, and planning.
- Spearheaded expansion initiatives, achieving double-digit revenue growth across EMEA. Successfully identified and capitalized on emerging market trends, ensuring sustained profitability.
- Led cross-functional teams to achieve and exceed sales targets. Fostered a culture of innovation and collaboration, resulting in a motivated and high-performing team.
- Strategic Marketing: Developed and executed targeted marketing campaigns, enhancing brand visibility and market penetration. Leveraged digital marketing tools to optimize customer engagement and drive lead generation.
- Innovative Solutions: Integrated programming expertise to streamline processes and implement cutting-edge solutions. Enhanced operational efficiency, reducing costs while elevating overall business performance.
- Market Analysis: Adept at conducting comprehensive market analysis to identify opportunities, threats, and key competitors. Utilized insights to formulate and execute strategic business plans with our partners (US Brands)
- Relationship Management: Cultivated and maintained strong relationships with key stakeholders and partners. Skillfully negotiated contracts and agreements to secure mutually beneficial partnerships.
- Data-Driven Decision-Making: Leveraged analytical tools to interpret data and derive actionable insights. Informed decision-making processes, contributing to the achievement of business objectives.
- With a solid foundation in programming and marketing, I planned and executed the implementation of technology-driven solutions to enhance business operations and stay ahead in the digital landscape

***Integrated Digital Systems (IDS)***  
Account Manager / Software Development

[March 2010 – 2012]

- Plan and manage personal business portfolio/territory/business according to an agreed market development strategy.
- Formulation of a direction and strategy for the business
- Financial budgeting and control for the business
- Budgeting, customer service, data analysis, and a variety of other business activities
- Focusing on core deliverables such as increasing brand awareness
- Carry out market research, competitor and customer surveys.
- Market and technology research
- Bringing in new customers, and coordinating public relations
- Develop ideas and create offers for direct mail and marketing to major accounts
- Liaise and attend meetings with other company functions necessary to perform duties and aid business and organizational development.
- Manage the movement of products/equipment/materials in and/or out of the country in accordance with organizational policy and procedure, and to comply with relevant local, country and international law and process.
- Plan and manage overseas sales through distributors and other relevant sales outlets.
- Negotiate contracts for sales/purchases and manage renew, review contracts as required to enable effective trading, operations and customer/supplier relations.
- Studying technology transfers, licensing of products, partnerships assessment and development.

***Security and Safety Solutions s.a.r.l (SSS)***  
Senior Sales Engineer/Account Manager

[December 2007 – February 2010]

- Call customers to analyze opportunities, identify key personnel, and develop a strong business relationship.
- Identify needs and develop quotations in accordance with customer requirements.
- Respond to Request for Proposals (RFP's) on time and be responsible to negotiate and close orders and to assist or ensure payments with respect to invoices are collected in time from customers
- Respond to tenders/Bids
- Ensure customer satisfaction by managing and monitoring the sales order process from data collection through order acceptance to delivery in a timely and professional manner.
- Inform Product Managers of any competitive information that is obtained.
- To focus on customer retention and new business penetration within assigned geographic territory.
- Recommends changes in products, service, and policy by evaluating product results and competitive developments
- Manage a team of engineers to achieve department objectives and meet sales targets.
- Finds leads and change them to opportunities.

***Ericsson Training Center – NGEN Telecom*** [February 2007 – September 2007]  
Specialized telecom Instructor (GSM, WCDMA, RBS, Minilink)

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**CERTIFICATIONS & AWARDS**

- ISO 9001:2008 Certified Internal Auditor
- Lightning and Surge Protection System Certification, Dehn +Sohne, Germany
- Intrusion Alarm Certification – DSC, Canada
- Fire Alarm Certificate – Esser, Germany
- Red Cross First Aid Certification
- Six Sigma Black Belt

## QUALIFICATIONS

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PERSONAL SKILLS: Communication Skills, Leadership, Team Player, & Creativity.

## SOFTWARE

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- Programming Languages: C, C++, VB, HTML, XML, ASSEMBLY, VHDL, MATLAB, FBML
- Operating Systems: Windows, MacOS
- RDBMS: SQL
- Reporting Tools: Crystal reports
- Modeling: UML (MS Visio), Altova
- Graphic Design: Adobe Photoshop, Adobe Illustrator, GIMP, Adobe Light room
- Logo Design: AAA Logo, Logo Maker, Logo Design Studio
- HTML/XHTML: MS FrontPage, Trellian Webpage, WYSIWYG Web Builder 7
- Other Software: MS Project, jedit, BlueJ, IcoFX, Eclipse, Macromedia Flash, 3D Max, AutoCAD, Titanium Developer

## LANGUAGES

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Arabic (native)

English (Excellent: Read, Written, Spoken)

## ONLINE MARKETING / SOCIAL MEDIA MARKETING

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- Extensive knowledge in internet based marketing, internet practices and principles
- Ability to develop and apply advanced marketing concepts and techniques
- Advanced design and development skills in HTML Layout and Design
- Expert level understanding of Online marketing tools and techniques
- Expert level understanding of Google AdWords and Google Analytics
- Excellent excel and MS Office skills
- Extensive skills in building relationships with community based organizations
- Extensive experience in writing, editing and overseeing design and production process for various newsletters, brochures, ads, scripts, letters, etc.
- Excellent skills in implementing and maintaining social media brand-monitoring programs, measuring and reporting the impact of social media efforts, and provide recommendations based on analysis of results.
- Conducting and analyzing consumer feedback reports and surveys via the web.
- Developing and manage the day-to-day activities and content on social media sites including Facebook, Twitter, YouTube, LinkedIn, etc.
- Managing online lead generation
- Utilizing Google Analytics to provide analyses of website and online marketing campaigns.
- Excellent skills in using paid search performance metrics and identify areas requiring optimization.
- Utilizing B2B relationships, and direct-to-consumer relationships
- Excellent skills in preparing advanced performance reports for clients.
- Working closely with assigned customers to plan, design, and build email marketing messages and campaigns
- Proactively introducing new email marketing campaigns and ideas to customers based on current events, news, manufacturers' announcements, and account strategy
- Creating compelling email campaigns, e-newsletters, and online engagement
- Managing regular account reviews and reporting and evaluate effectiveness of email campaigns
- Developing, maintain, and manage customer relationships
- Develop strong relationships with customers to maintain positive experience with product and company
- Communicating effectively with customers via email, web conference, and phone

## PROFESSIONAL MEMBERSHIPS

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- Member of the IEEE Chapter since 2008
- Member of the Project Management Institute (PMI) since 2011
- Member in the Lebanese Red Cross

## ADDITIONAL KNOWLEDGE

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- Solid experience in marketing (Over 10 years) including but not limited to: strategy, marketing plans, marketing tools and services, marketing automation, email marketing, ad placement, Ad management, performance measurements, lead generation, and growing social media accounts.
- More than 8 years' experience in business development, market positioning, and operational improvements.
- Excellent presentation skills, with solid financial and management backgrounds.
- Ability to craft presentations and reports for various audiences, including internal stakeholders, potential investors, and external partners.
- Development of corporate strategic plans and strategic business plans
- Knowledge of database architecture and design
- Ability to interpret written requirements and technical specification documents.
- Full lifecycle application development
- Software analysis, code analysis, requirements analysis, software review, identification of code metrics, system risk analysis, software reliability analysis
- Project Planning and Project Management
- Maintain standards compliance
- Video editing, montage, customization, and branding
- Advanced design experience using Adobe Photoshop, Illustrator, Light room

## PERSONAL INFORMATION

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- Lebanese
- Born on 24<sup>th</sup> Feb, 1984
- Male, Married (3 Kids)