

Rawad Handouka

Business Manager with extensive experience in strategic relationship management and sales leadership across diverse international markets. Orchestrated market research initiatives and fostered seamless coordination between headquarters and branches, optimizing intercompany relationships.

EXPERIENCE

Starlynr, Beirut, Lebanon

Business Manager

Jan 2023 – Dec 2023

- Developed and implemented a comprehensive RM system, enhancing sales team efficiency across diverse international markets.
- Conducted impactful workshops and training sessions, equipping sales teams with advanced sales techniques and effective client engagement approaches.
- Established a clear client retention strategy.
- Orchestrated market research initiatives, enabling successful market entry strategies for multiple global markets.
- Fostered seamless coordination between headquarters and various branches/joint ventures, optimizing intercompany relationships.
- Delivered expansion reports to esteemed investors and C-level executives, showcasing strategic insights and growth opportunities.
- Collaborated closely with the board to ensure operational excellence and the successful execution of both short-term and long-term strategies.

Revolut, France

Account Executive

Sep 2021 – Dec 2022

- Managed the entire sales cycle and guided new customers through onboarding.
- Collaborated with cross-functional teams to resolve escalated issues and ensure customer satisfaction.
- Conducted inbound and Outbound calls to establish contact with new businesses across France, Belgium, Switzerland, Luxembourg, and the UK.
- Competitive, technological, and commercial intelligence.
- Negotiated with C-level executives.
- Managed churn and enhanced customer retention.

Adobe Magento, France

Business Development Representative MEA

Apr 2021 – Sep 2021

- Analyzed market reports to determine where to seek out new business in the Middle East and Africa.
- Established contact with new business opportunities.
- Conducted inbound and outbound calls to establish contact with new business opportunities.
- Generated and qualified leads.
- Utilized prospecting technique with a value-led approach.

Dell Secureworks, France

Business Development Representative MEA

May 2020 – Apr 2021

- Executive Account Management (MSSP).
- Identified, accessed, and engaged with Executive Management at MNEs.
- Conducted negotiations with C-level executives.
- Conducted outbound calls with a value-based selling approach.
- Conducted market research and competitive intelligence.

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EDUCATION

Universite Jean Moulin Lyon 3 - IAE Lyon

Master's Degree in International
Business Management

Sep 2018 – Sep 2020

Universite Jean Moulin Lyon 3 - IAE Lyon

Bachelor's Degree in Business
Management

Sep 2014 – Jun 2018

LANGUAGES

French: Fluent
English: Fluent
Arabic: Fluent

SKILLS

Relationship Management
Sales Leadership
Market Analysis
Coordination
Data Analysis
Business Development