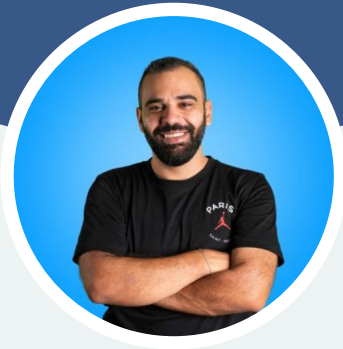







Mhamad Abdallah



Personal details

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Skills

- SaaS Sales & Strategy
- CRM & Pipeline Management
- Team Leadership & Coaching
- Revenue Growth & Forecasting
- B2B Account Management
- Onboarding & Client Retention
- Market Expansion (MENA / GCC)
- Data-Driven Performance Reviews

Languages

- English
- Arabic
- French

Education

- MBA in Business Management** 2020  
Lebanese American University
- Bachelor's in Business Marketing** 2017  
Lebanese International University

Employment

**Sales & Revenue Manager** Jan 2024 - Present  
in2 Sports Management Solutions

- Built and executed scalable B2B SaaS sales strategies across MENA; managed a \$1M+ pipeline
- Mentored sales reps and implemented data-driven performance reviews
- Drove CRM process enhancements, improving forecasting and deal velocity
- Partnered with Product, Marketing, and CS teams to align GTM and client success
- Contributed to 110% company growth in 2024, supporting entry into 5 new markets

**Account Executive Team Lead** Jan 2023 - Dec 2023  
in2 Sports Management Solutions

- Closed strategic deals across Qatar and GCC, generating high-value partnerships
- Led lead generation, demos, onboarding, and integrations for major sports entities
- Ensured contractual compliance and followed up on deliverables and system revamps
- Maintained a proactive client success approach post-sale to ensure product value

**Account Executive** Nov 2021 - Dec 2022  
in2 Sports Management Solutions

- Drove 40% client acquisition growth and 30% recurring revenue increase
- Oversaw a \$1M+ pipeline, optimizing lead-to-close process
- Created targeted outreach strategies and improved sales cycle efficiency
- Acted as key liaison with product and marketing teams to meet client needs

**Customer Service Team Lead** Jan 2020 - Sep 2021  
Noknok

- Managed support agents and dispatchers, improved SLA response times
- Resolved escalated client issues across multiple channels (Freshchat, WhatsApp, social)
- Trained CS staff and drivers; introduced customer service protocols
- Reported on sales trends and market fluctuations for operational planning

**Sales & Support Roles** Present

**Sales & CS Agent** Sep 2018 - Dec 2019

Mobi/Cedarcom

**Tele-Sales Agent**

Smart Source (Google)

**Oct 2017 - Jul 2018**

**Junior Account Executive**

Blom Bank (BTA Program)

**Oct 2016 - Mar 2017**

## Courses

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**CHRM-CP**