

Patric Harb

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OVERVIEW

Dynamic and results-driven business leader with 24+ years of cross-border and cross-functional experience in account management, business development, and strategic leadership. Skilled in driving growth, building strong client relationships, and leading multicultural high-performing teams across diverse industries and markets. Experienced in strategy development, branding, negotiation, and digital engagement. Now seeking a senior leadership role to drive business success and growth.

PROFESSIONAL EXPERIENCE

Operations Manager - Match4Markets, Leiden

Jan 2023 - Jul 2024

Promoted to Operations Manager within one year to streamline internal processes, enhance team efficiency, and drive business growth.

- Led a team of **40 telemarketers, 4 seniors, 1 lead facilitator, and 1 schedule planner**, ensuring seamless coordination between departments.
- Managed a **credit control and debt collection** team, improving cash flow and reducing outstanding payments.
- Played a key role in **strategic decision-making** as part of the management team, optimizing business operations and performance.

International Account Manager - Match4Markets, Leiden

Jan 2022 - Dec 2022

(Account Management & Business Development)

- Spearheaded **sales negotiations, client onboarding, account management and lead generation** across 10 international markets, including the Netherlands, France, Belgium, Germany, UK, Portugal, Austria, Switzerland, and Canada.
- Defined **clear sales parameters** to align marketing efforts with call center operations, ensuring consistent revenue growth.
- **Expanded the client base** and increased billings by optimizing client relationship management.

Communications and PR Manager - KGL Holding

Oct 2017 - Mar 2020

- Led marketing and communications for **35 subsidiaries across the Middle East**, serving clients in logistics, transportation, and supply chain management.
- Developed and executed **integrated marketing strategies**, including digital marketing, corporate and internal communications, and public relations.
- **Strengthened 6000+ employee engagement** through internal events and internal communications, improving morale and brand loyalty.

Group Director - J Walter Thompson

June 2016 - June 2017

(Account Management & Business Development)

- Managed multi-disciplinary teams across **client acquisition, business strategy, advertising, digital marketing, and brand strategy** for high-profile clients.
- Drove **business development efforts**, securing new accounts and exceeding revenue targets.
- Orchestrated **large-scale marketing campaigns**, integrating traditional and digital channels for maximum reach and engagement.

General Manager/Owner - Qmark Communications

Feb 2010 - May 2016

- Founded and scaled a full-service marketing agency specializing in **branding, digital marketing, event management, and business development**.
- Built and led **cross-functional teams**, driving operational excellence and revenue growth.
- Developed successful marketing campaigns for diverse clients, leveraging data-driven strategies to increase brand visibility and revenue.

Head of the Social Media Management Department - DBS Digital May 2015 - Apr 2016

- Led social media strategy for major clients, including the **US Embassy in Kuwait, Ministry of Information, and Kuwait Expo Milano 2015.**
- Developed high-impact social media campaigns and content strategies, driving engagement and brand awareness for all other social media clients, such as IKEA, Samsung, and other local businesses.
- **Awarded the Advertising Creativity Award 2015** for the Kuwait International Bank Ramadan TVC "Our Values Never Change."

Group Account Director - Impact BBDO May 2013 - Apr 2014
(Account Management & Business Development)

- Managed key accounts across **retail, FMCG, and telecom sectors**, including the country's largest big box and express format electronics retail business, with an annual turnover of US\$600m.
- Led the **product launches of Call of Duty: Ghosts, Battlefield 4, and FIFA14**, resulting in sold-out events.

Senior Account Manager - J Walter Thompson Feb 2009 - Jan 2010
(Account Management & Business Development)

- Managed high-profile client relationships and **business development strategies** to drive revenue growth.
- Led marketing campaigns, strategic planning, and media relations for top regional brands.
- **Won the Dubai Lynx Bronze Award** for the Wataniya Airways "Off The Ground" TV commercial.

Senior Account Manager - Horizon FCB Mar 2008 - Feb 2009

- Developed and executed **advertising and marketing strategies** for high-profile clients.
- **Created and launched the Porsche Club in Kuwait**, strengthening brand affinity and customer loyalty.

Account Manager - Intermarkets Advertising May 2005 - Mar 2008

- Led **multi-channel marketing campaigns**, resulting in the **sellout of Mitsubishi Pajero, Lancer EX, and Outlander** within two weeks of launch.

Assistant Account Planner - Impact BBDO Jan 2002 - Apr 2005

Research Analyst - Strategix Impact Marketing Jun 2001 - Dec 2001

Skills

Business Development	Client Relations
Strategy Development	Branding
Social Media Management	Event Management
Multicultural Team Management	

Interpersonal Skills

Conflict Resolution	Relationship Building
Teamwork / Collaboration	Problem Solving
Active Listening	Leadership
Motivation	Negotiation

Hobbies

Basketball	Volleyball
Photography	Cooking
Advanced Open Water Scuba Diving	

Squash	Hiking
Marathon running	Coin Collection

Education

- **Master of Business Administration** Aug 2001
Notre Dame University Louaize (NDU)
- **BBA with Emphasis on Marketing** Jun 1999
Holy Spirit University of Kaslik (USEK)

Languages

- Dutch (B1 Level)
- English
- French
- Arabic