

ABOUT ME

I am an experienced and goal-oriented professional with a track record of leading business development and corporate relationships. I have proven expertise in growing, planning and managing teams for optimal service delivery, and boosting productivity. As a skilled leader, I collaborate across departments to achieve our corporate goals.

In the realm of communications, I consider myself a capable specialist with a keen understanding of client objectives, and mission statements. I'm effective in opening doors, conflict resolution and problem-solving.

PROFESSIONAL EXPERIENCE

Managing Partner - Head of Growth and Strategies

Media Avenue - Hybrid Digital Agency

June 2023 – Present

Kuwait City - Dubai - Paris - Beirut

Media Avenue is a leading Hybrid Agency for Digital Marketing, Ecommerce Strategies and Online Performance

- Drive the sales strategy and lead business development efforts to acquire new clients and grow existing accounts
- Represent the agency in client meetings, pitches, and negotiations, showcasing the agency's unique value proposition and capabilities
- Collaborate with the sales and marketing teams to develop compelling proposals, presentations, and marketing materials to support sales efforts
- Build and maintain a robust pipeline of potential clients through networking, outreach, and relationship-building activities
- Track sales performance metrics, analyze results, and make strategic adjustments to maximize revenue and profitability
- Act as a brand ambassador for the agency, promoting its services and expertise at industry events, conferences, and networking opportunities
- Work closely with the leadership team to align sales goals with overall growth objectives and contribute to the agency's long-term success

Regional Growth Director

Zyda Technologies - Leading Ecommerce SAAS Platform

January 2022 – April

2023

Kuwait City - Dubai - Cairo - Riyadh

Zyda is a leading digital ordering and customer engagement platform for hospitality based out of Kuwait

- Lead the efforts to grow Zyda's market share by 30% and establish presence in the MENA region
- Provided mentorship and training to my team in addition to hiring new talent as the market expands
- Served as leadership sponsor to 2000+ clients and helped drive key executive and investor relationships
- Represented the customer voice and collaborated with internal teams, fostering high growth rates

Strategic Business Director

KuwaitNet - Ottu's Mother Company - Software Solutions

June 2021 - December

2021

Kuwait City, Kuwait

KUWAITNET is the IT innovation partner to ensure business empowerment by the latest technologies

- Set KPIs and steer divisions to reach and achieve targets
- Upscaled company's relations and reach across GCC
- Established, grew and oversaw relations with strategic partners ex. AWS, Google, Microsoft
- Planned and executed short to mid-term growth strategies

Business Director

Ottu - SAAS Fintech Startup

July 2019 - Dec 2021

Kuwait City, Kuwait

Ottu is a digital payments enabler and orchestrator, a cutting edge Fintech

- Lead business development efforts, established markets, and acquired 50+ industry leaders in GCC
- Created a diversified ecosystem for the company
- Provided direction for product development through real time insights and market behavior
- Managed onboarding and customer success teams
- Identified growth opportunities and steered towards achieving them
- Set upcoming business plans and P&Is in present markets

Business Development Manager**ArabNet****January 2017 - June****2019***Beirut, Kuwait City, Riyadh, Dubai, Oman, Manama**Arabnet is a leading event, insights and innovation program organizer focused on tech business and innovation in the MENA region.*

- Lead business development efforts for projects within ArabNet's portfolio in the region, first year 80% increase in ROI
- Developed partnerships with private and government entities in 6 capitals to support startups and SMEs
- Worked closely with internal department to support the creation of new products and services that can be monetized
- Identified opportunities, kept up with market trends and dynamics, lead executions of custom-tailored projects and managed business development coordinators
- Maintained a strong connection with clients and partners; Regular Travel 50% of the time

P.Unit Manager**Metlife Insurance Company****June 2015 – January****2017***Beirut, Lebanon**MetLife is among the largest global providers of insurance, annuities, and employee benefit programs*

- Recruitment and training of consultants
- Acquisition and team management
- Driving customer relations (CRM) and catering to their needs

Customer Relationship Officer**Credit Bank****January 2010 – June****2015***Beirut, Lebanon**Credit Bank is one of the Alfa Banks in Lebanon*

- Commercial activity and cross-selling through promoting bank's products and services
- Portfolio constitution and onboarding new business
- Conduct ongoing client follow-up and assessment
- Administrative operational supervising and performance measurement

EDUCATIONAL BACKGROUND

Hariri Canadian University – Beirut, Lebanon
2009

September 2005 - June

Bachelor's degree in Business Administration - Emphasis in Marketing in
affiliation with Concordia University Canada

Al Ahliah School – Beirut, Lebanon
Graduate

June 2005 Senior

High School Certificate – SAT I – TOFEL

COMPETENCIES

- **Languages:** Arabic (native), English (fluent), French (limited), Spanish (limited)
- **Softwares:** Microsoft Office, Microsoft Dynamics, BI, Sales force, Hubspot, Steak, Asana, Slack, Fleep, Pipedrive
- **Certificates:** Achieving Sales Mastery, Financial Regulations, AML , Public Speaking and Relations