

Curriculum Vitae

Personal Information

Name: Rana Zgheib

Title: Business Development & Project Management Specialist

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Professional Summary

Business Development and Project Management Specialist with 15+ years of experience across donor-funded programs (USAID, INGOs), private sector, and hospitality. Proven expertise in managing multi-sector projects (tourism, agro-food, manufacturing), stakeholder engagement, and client relationship management. Trained on proposal development, grants management, monitoring & evaluation (MEL), and cross-functional team leadership. Proficient at driving business growth, building strategic partnerships, and delivering measurable impact.

Core Skills

- Project Management & Coordination: Proposal Development, Budgeting, Reporting, MEL
- Business Development: Donor Relations, Strategic Partnerships, Stakeholder Engagement
- Sales & Negotiation: Key Account Management, Demand Generation, Revenue Growth
- Operations: Procurement Coordination, Tender Management, Event Planning
- Languages: English (Fluent), French (Intermediate), Arabic (Native)

Professional Experience

SEZAM Cloud Kitchen | Meeting Point Group / Dunkin' Donuts Lebanon

Sales Manager: July 2025 - Present

- Launched and managed SEZAM's *plat du jour* corporate catering concept targeting offices and business hubs.
- Developed B2B sales strategy and secured key clients including Dar Al-Handasah, Beirut Digital District, Arabian Construction Company and much more
- Coordinated with kitchen and marketing teams to ensure product quality, packaging, menu variety, and on-time delivery.

- Created pricing models, meal bundles, and promotional offers to drive sales and client retention.
- Led tastings, events, and digital activations to boost brand visibility and corporate engagement.

Development Alternatives Incorporated (DAI)

Senior Business Development Specialist | May 2022 – April 2025

- Implemented projects for Tourism, Agro-food, and Manufacturing under USAID's TIF initiative, achieving milestones and ensuring deliverables met strict deadlines.
- Drafted project proposals, compiled reports, and collected essential data during co-creation phases to enhance partner engagement.
- Engaged communities and stakeholders, effectively communicating challenges and opportunities.
- Organized industry-specific events and roundtables, successfully connecting stakeholders and contributing to TIF's objectives.
- Conducted field visits to beneficiaries to assess needs and gather data for impact reporting.
- Partnered with the Monitoring, Evaluation, and Learning (MEL) team to document results, support baseline surveys, and manage reports.
- Coordinated with the Procurement team to oversee procurement requests, ensuring timely and accurate fulfillment.
- Provided technical support to the Director and cross-functional teams as needed.

Société Pour L'Exportation des Produits Nestlé SA

Commercial Specialist & Key Accounts Supervisor | Jan 2013 – Apr 2022

- Built and maintained strong relationships with top-tier clients, achieving consistent year-over-year sales growth.
- Delivered on sales targets across multiple product categories, focusing on demand generation from existing clients.
- Implemented the 'Perfect Store' initiative, enhancing in-store visibility and increasing product availability.
- Led the execution of the Integrated Commercial Plan (ICP), aligning Nestlé Professional Solutions with business planning cycles.
- Optimized forecasts to ensure adequate stock levels, reducing shortages by managing sell-out rates and inventory levels.

Badawi Azour for Trading & Contracting – Abu Dhabi Branch

Business Development Coordinator / Technical Assistant | Dec 2008 – Nov 2012

- Identified potential tender opportunities and handled procurement and submission of tender documents.

- Served as liaison between clients and internal departments to meet tender requirements, including clarifications and documentation.
- Prepared bid bond information, ISO forms, and administrative files to streamline tender submissions.
- Coordinated with HR to ensure personnel certifications met tender specifications and maintained organized compliance records.

Intercontinental Mountain Resort & SPA - Mzaar

Personal Assistant to the General Manager | Feb 2006 – Aug 2008

- Managed complex calendar scheduling, coordinating internal and external executive meetings.
- Handled incoming and outgoing communications, summarizing key reports and documents.
- Prioritized and managed multiple projects simultaneously, ensuring timely follow-through and stakeholder communication.

Education

Ecole Hoteliere – Technical Studies TS3 in Hotel Management (2002)

Lebanese University – Social Sciences (Ongoing)

References

Available upon request