

Minerva El Dika

Biomedical Engineer | Sales & Application Specialist

Business Development Management | Certified Professional Trainer ‘TOT’

Date of Birth: 30/04/1989

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PROFESSIONAL PROFILE

A professional and dedicated **Sales & Application Specialist** with over 10 years of experience in the medical devices industry. Proven track record in driving sales growth, delivering clinical training, and supporting product integration across OR, ICU, and sterilization units. Holding two master’s degrees in Business Administration and Biomedical Engineering, as well as a bachelor’s degree in Electronics Engineering with a biomedical focus. Adept at managing full sales cycles, mentoring startups, and navigating complex tender processes. Skilled in client relationship management, technical support, and cross-functional coordination. An effective communicator and adaptable leader with a strong focus on service excellence, strategic execution, and measurable impact.

AREAS OF EXPERTISE

Sales & Business Development Business Development & Lead Generation B2B Sales & Client Relationship Management Sales Cycle Management, Contract Negotiation & Deal Closure Pricing Strategy & Forecasting Market Research & Strategic Planning Market Intelligence & Competitive Analysis Problem-Solving & Decision Support Problem-Solving & Decision Support Risk Assessment & Contingency Planning	Operations & Commercial Execution Inventory & Order Coordination Delivery Logistics & Customer Service Oversight Supplier & Distributor Coordination CRM & ERP Sales Reporting Payment Terms & Collections Management Startup Mentorship & Innovation Support Startup Coaching & Market Validation Strategic Goal Setting & Business Model Assessment Feedback & Accountability Frameworks	Medical Sales & Application Specialist Expertise Medical Device Sales & Clinical Training (OR, ICU, CSSD) Technical Product Support & Application Deployment Territory Management & Product Demonstrations Scientific Communication with Healthcare Professionals Equipment Installation & Technical Oversight Medical Conferences & Workshop Representation	Strategic Planning & Account Management Account Management & Customer Retention Stakeholder & KOL Engagement Product Lifecycle Management Market Research & Competitive Analysis Risk Assessment & Contingency Planning Tender/Bid Participation & Proposal Development Tender Management & Contract Negotiation
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PROFESSIONAL EXPERIENCE

Local Sales Distributor Specialist – 01/2024 to present

Plasti Lab | Beirut, Lebanon

- Lead sales efforts across targeted markets by developing tailored strategies to increase visibility and product demand.
- Act as the primary point of contact for potential clients, delivering presentations and product briefings through meetings, calls, emails, and business platforms.
- Identify new business opportunities and maintain strong, ongoing relationships with key stakeholders across various product lines.
- Analyze customer behavior and market trends to design sales plans that aligned with client needs and buying patterns.
- Manage the entire sales cycle from initial lead generation and offer preparation to deal negotiation and successful closure.
- Oversee performance against annual and quarterly targets, adjusting approach to maximize outcomes.
- Respond to public and private tenders, preparing competitive proposals and negotiating favorable contract terms.
- Sign contracts with clients, including negotiation of payment terms and delivery schedules in line with company policy.
- Coordinate closely with logistics and warehouse teams to follow up on orders and address client requests with accuracy and timeliness.
- Proactively handle changes in order scope, assessed risks, and implemented contingency plans to secure sales success.
- Maintain detailed documentation of all sales activity within CRM and ERP platforms for tracking and analysis.
- Deliver regular reports to management highlighting client engagement, lead generation activity, and sales pipeline updates.
- Participate in industry webinars and seminars to support product registration in export markets and strengthen brand visibility.
- Travel to assigned regions for client meetings, product discussions, and attendance at exhibitions as needed.

Freelance Business Development Management | Beirut, Lebanon – 08/2020 – present

- Launch and manage independent operations supplying medical devices and disposable products to hospitals, clinics, and care provide.
- Design tailored business development strategies to increase product reach and drive revenue.
- Develop marketing strategies and execute plans to promote, sell, and support a wide range of medical supplies and disposable products.
- Assess market competition and gather customer feedback to guide decision-making and solve operational challenges.
- Improve customer service workflows and boost client acquisition by implementing dynamic pricing models, discount plans, and regular forecasting.
- Coordinate day-to-day business activities, including sales and after-sales operations and organizing timely deliveries to healthcare institutions.
- Maintain consistent communication with suppliers and distributors for product updates, order management, and scientific data exchange.
- Increase product visibility and brand awareness through ongoing updates and scientific engagement with end users and patients.
- Oversee delivery logistics and supervised customer service operations to maintain smooth, client-focused processes.
- Manage stock levels and supply orders based on business needs and client demand.
- Handle client billing, payment negotiations, and collections across key accounts and partners.

Mentor on Market Validation – “Market Sizing and in-depth analysis” Two-month project –12/2023 – 01/2024

Park Innovation | Beirut, Lebanon

- Conducted consultation sessions to help startups define goals and set clear business objectives.
- Led regular mentoring meetings focused on market sizing, in-depth analysis, and strategic planning.
- Provided tailored guidance, advice, and support aligned with each startup’s stage and growth goals while sharing personal insights and real-world experiences.
- Offered constructive feedback, motivation, and accountability to keep teams on track. Assisted with problem-solving, key decision-making, and skill development across business areas.
- Helped define action plans, set milestones, and measure progress over time. Reviewed startup deliverables and provided clear, actionable feedback.
- Recommended relevant tools, resources, and learning materials to support development. Maintained availability for questions, follow-ups, or support outside formal sessions.

- Conducted regular assessments and evaluations to guide iterative improvement. Supported networking efforts by connecting startups to relevant contacts and industry partners.

Sales and Application Engineer – Product Specialist – 09/2017 – 07/2020

Promedz, Medical Devices | Beirut, Lebanon

Earned company recognition award for closing the highest-value single deal.

- Cultivated strategic relationships with key stakeholders and decision-makers in hospitals and clinics, resulting in strengthened customer loyalty and upselling opportunities.
- Maintained product expertise across a diverse portfolio, including anesthesia machines, defibrillators, patient monitors, EEG/EMG systems, Operation room equipment, ICU and floor beds, CSSD machines, and bedpan washers.
- Supervised the full lifecycle of equipment installations, from delivery coordination to reimbursement processes and operational handover.
- Delivered clinical application training, troubleshooting and hands-on product education for OR, ICU, and CSSD teams, including insights on clinical efficacy of our full items portfolio and treatment outcomes.
- Acted as company ambassador in regional workshops and medical conferences.
- Identified new business leads through account analysis, usage tracking, and performance monitoring.
- Coordinated with managers to align business plans, covering inventory strategy, technical case support, and compliant market development.
- Supported go-to-market strategy execution by aligning with inventory planning, service teams, sales operations, and product positioning.

Sales and Service Engineer – Product Specialist – 11/2015 – 08/2017

Sterimed, Medical Devices | Beirut, Lebanon

Product Specialist – 08/2014 – 08/2015

Prodent, Dental Healthcare | Beirut, Lebanon

Flight Attendant – 06/2009 – 07/2011

Middle East Airlines, Aviation | Beirut, Lebanon

CERTIFICATES

- ✓ **Certified Professional Trainer ‘TOT’ – February 2023**
American University of Professional Studies ‘AUPS’ - USA | Beirut, Lebanon
- ✓ **Marketing and Application on Fujifilm Sonosite Ultrasounds/ General ICU and OR Ultrasound Units – February 2020**
Fujifilm Sonosite | Amsterdam, Netherlands
- ✓ **Marketing and Application on Mizuho Medical equipment/general, OSI and OR Tables – June 2019**
Mizuho Medical | Tokyo, Japan
- ✓ **Commercial and Marketing on Belimed units, sterilizers, washer disinfectors, and endoscopy washers – June 2018**
Belimed | Zug, Switzerland
- ✓ **Service, and Maintenance on Carefusion ICU ventilators/ adult, pediatric, and neonatal – June 2016**
Carefusion | Wurzburg, Germany
- ✓ **Sales and Marketing on Carefusion ICU ventilators/ adult, pediatric and neonatal – April 2016**
Carefusion | Wurzburg, Germany
- ✓ **Flight Safety License – 2009**
Lebanese Aviation Regulations ”IATA” | Beirut, Lebanon

EDUCATION

Master's degree in Management of Business Administration – 2021

Lebanese International University – LIU | Beirut, Lebanon

Master's degree in Biomedical Engineering – 2014

Lebanese International University – LIU | Beirut, Lebanon

Bachelor's degree in Electronics Engineering – Emphasis on Biomedical – 2012

Lebanese International University – LIU | Beirut, Lebanon

SKILLS ACQUIRED

Leadership	Work Ethics & Integrity	Positivity	Technical Expertise: Microsoft Office Pack: Word, Excel, PowerPoint
Problem Solving	Attention to detail	Excellent Communication	
Research and Training	Time Management	Interpersonal Skills	
Organizational skills	Personal Responsibility	Emotional Intelligence	
Punctuality & Accuracy	Adaptability & Confidentiality	Customer Service	
Working under High-Pressure	Customer Service	Business & Professional Writing	

LANGUAGES

Arabic: Native Language

English: Fluent – Spoken & Written

French: Beginner