

# CURRICULUM VITAE

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**Date of Birth:** May 2<sup>nd</sup> 1978

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**Address:** Khadeh – Mount-Lebanon

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## Education

Dec 2009	<b>Maastricht School of Management</b> Graduate Diploma, Environmental Management toward Sustainable Development	Maastricht, the Netherlands
June 2009	<b>American University of Science and Technology (incomplete)</b> Masters of Business Administration – Marketing	Beirut, Lebanon
April 2002	<b>Empire State Collage – State University of New York</b> Bachelor of Science in Management Information Systems	New York, USA

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## Experience

2018 - <i>present</i>	<b>Resto Depot by Arzouni FSE</b> Partner and Regional Sales Manager	Choueifat / Tyre Lebanon
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### **Key Responsibilities & Achievements:**

**Sales Leadership:** Led sales teams to consistently achieve and exceed sales targets in the commercial kitchen equipment sector.

**Business Development:** Identified and capitalized on new business opportunities within the F&B industries.

**Client Relationship Management:** Cultivated and maintained strong, long-term relationships with key accounts, including hotels, restaurants, catering businesses, and institutional foodservice providers, ensuring high levels of customer retention and satisfaction.

**Consultative Selling:** Delivered expert consultations and customized equipment solutions to clients, addressing their specific needs and ensuring optimal product fit for kitchen operations, resulting an increase in repeat business.

**Sales Strategy & Planning:** Developed and implemented strategic sales plans, including market analysis and competitive assessments, to capture new opportunities and grow the company's market share in the commercial kitchen equipment sector.

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**Product Expertise & Presentations:** Conducted product demonstrations, presentations, and training sessions to customers, showcasing the benefits and features of the products, leading to an increase in closed deals.

**Negotiation & Contract Management:** Negotiated complex contracts and pricing agreements with customers, ensuring competitive pricing while maintaining company profitability.

**Cross-Departmental Collaboration:** Worked closely with manufacturing and purchasing teams advising on optimal product selection and enhancement / upgrade as per client demand to ensure seamless order fulfillment, timely deliveries, and exceptional post-sale support.

**Supplier & Vendor Management:** Helped managing relationships with key suppliers and manufacturers, negotiating competitive pricing, terms, and delivery schedules.

**Budget & Cost Control:** Oversaw the procurement budget, ensuring cost-effective purchasing while maintaining quality standards. Successfully reduced equipment and raw material procurement costs through strategic vendor negotiations and supply chain optimization.

**Product Sourcing & Specification:** Collaborated with clients and internal teams to define product requirements and specifications, ensuring alignment with the design needs, operational efficiency, and standards.

**Inventory Management:** Monitored inventory levels of equipment and accessories, implementing effective stock control systems to minimize overstock and stockouts. Improved inventory turnover by strategic planning and forecasting.

**Market Research & Product Trends:** Conducted thorough market research to stay updated on industry trends, emerging technologies, and new products in this sector.

**Cross-Functional Collaboration:** Worked closely with designers, and manufacturing team to ensure seamless integration of procured equipment into clients' plans and projects. Supported project timelines and provided expert guidance on equipment selection.

**Supplier Performance Monitoring:** Implemented supplier performance tracking systems to evaluate delivery times, product quality, and service levels, ensuring consistent supplier reliability and minimizing disruptions in equipment availability.

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2012 – 2018

**Citrox Organica s.a.l.**

*Founding Partner & General Manager*

Bekaa, Lebanon

Citrox Organica, the local and regional representative of ***Phyto Innovative Products Ltd. UK***. A company specialized in selling Natural and Organic products to the F&B sector our products covered a wide range of applications including agricultural farming, animal health, food and produce decontamination, water treatment. Citrox Organica aims were

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focused on zero negative impact on human health and for compliance with organic farming regulations, CitroX also provide complete hygiene solution to the Food & Beverage producers to comply with the ISO and HACCP regulations.

In addition to the administrative responsibilities, my duties include presenting our products and services to key clients, and monitoring sales development.

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2010-2013

**CO2 Neutral s.a.r.l.**

*Founding Partner & Operations Manager*

Beirut, Lebanon

CO2 Neutral is the first medium in Lebanon to help individuals, organizations, and businesses to measure, reduce, and offset greenhouse gas emissions through local, environmentally conscience, re-vegetation and reforestation projects. The company was put on hold due to the current situations in Lebanon.

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2009 – 2010

**Electrochocks Productions**

*Project Manager & Field Researcher*

Montreal Canada –  
Project Based in  
Lebanon

“Trait d’Union, Islam-Christianisme” is a book of unseen pictures enhanced with professional research, testimonies and unheard stories from various places in Lebanon. My responsibilities included the execution of the field research and the establishment of direct contacts and communications with the various local communities in the 1052 villages we visited.

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2005-2011

**Tawil for Trading and Agriculture**

*Sales and Marketing Manager*

Bekaa, Lebanon

Tawil for trading and agriculture is a family-owned company specialized in the field of Agribusiness. My responsibilities and day-to-day activities included setting up sales and marketing strategies for existing and potential markets and executing these strategies, for our different product lines, in terms of all aspects of marketing and sales to retailers and farmers.

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2002-2004

**Invest bank**

*Marketing and Customer Service officer*

Sharjah, UAE

Sep 2003 – Oct 2004:

Sharjah Airport Int Free Zone Representative Office.

Responsible for setting up internal operational structure, in addition to planning and executing a marketing strategy to establish a solid client base to transition the office into a fully operational branch

Aug 2003 – Sep 2003: Sharjah Main Branch.

Credit card department liaison

Jul 2002 – Aug 2003: Marketing Department – Retail Banking Division

I developed marketing analytics systems to track products sales, portfolio development, achievements of projected targets, products life cycle, and penetration per client base for the newly established marketing department.

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Liaison between the bank and the advertising agency; responsibilities included but not limited to developing marketing campaigns and promotions, participation in exhibitions and training courses.

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2000 – 2002	<b>BLOM Bank</b> <i>Marketing Officer Trainee, Retail Marketing Division</i>	Beirut, Lebanon
	Developed marketing analytics systems to analyze products sales, target achievement, penetration per client base, products life cycle, and staff productivity. Conducted on-ground marketing research to identify product penetration in the market especially in the car-dealership business. Selected as a team leader to present bank products, services and special offers to corporate clients. Organized sales teams, and helped in developing training courses in customer service and products knowledge.	

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## Volunteer

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2017-2025	<b>Municipality of Kherbit Selem – Elected council member</b> <b>Head of the Health Committee – COVID Pandemic Crisis cell</b> <i>In charge of the Public Health committee</i>	South, Lebanon
2006	<b>Lebanese Red Cross</b> <b>Samidoon War Relief</b> <i>Volunteer in Relief Activities during the July 2006 War</i>	South, Lebanon
2005	<b>Zawtar El Charkieh – Community Capacity Building Project</b> <i>Volunteer in various capacity building activities organized by the Faculty of Health Sciences of the American University of Beirut and the local Municipality</i>	ZeC, Lebanon

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## Additional

**Languages:**  
English, Arabic, French (written and spoken).

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## Referees

**Mrs. Jocelyne Chahwan – Assistant General Manager at BLOM Bank**  
Phone number: +961 3 836410    Email: [Jocelyne.chahwan@blom.com.lb](mailto:Jocelyne.chahwan@blom.com.lb)

**Mr. Elie Dibeh – Managing Director at Level Up Training & Coaching**  
Phone number: +961 3 328801    Email: [eliedibeh@hotmail.com](mailto:eliedibeh@hotmail.com)

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