

Anthony Najem

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Versatile and results-driven Sales and Partnerships Accelerator with a proven ability to drive growth and build strategic alliances across diverse industries. Recognized for exceptional negotiation, communication, and relationship-building skills that consistently deliver measurable business impact regardless of the sector. Experienced in identifying and developing high-value partnerships, managing complex sales cycles, and aligning business objectives with partner success. **Passionate about leveraging these strengths within the advertising, gaming, and technology industries to create innovative collaborations and accelerate market growth.**

EXPERIENCE

Partnership Associate | Innovation Consulting Group | Riyadh, Saudi Arabia (Freelance / Contractual)

01/2025 – 06/2025

- Built and maintained strong relationships with strategic partners, ensuring effective collaboration.
- Assisted in negotiating and drafting partnership agreements, ensuring compliance with legal and business objectives.
- Monitored and analyzed key partnership metrics to evaluate performance and optimize strategies.
- Organized and participated in partner meetings and presentations to foster engagement and alignment.
- Conducted KYC analyses, prospecting, and mapping to identify new partnership opportunities.
- Collaborated with internal stakeholders to align partnership activities with business goals.

Strategy & Innovation Manager | QSS AI & Robotics | Riyadh, Saudi Arabia (Full-time)

10/2023 – 09/2025

- Defined and implemented partnership and business development strategies, establishing long-term growth plans aligned with organizational objectives.
- Developed and executed strategic initiatives to strengthen relationships with key partners and clients, driving mutual value and sustainable business outcomes.
- Built and maintained a transparent partnership and project portfolio to monitor performance, impact, and alignment with strategic priorities.
- Identified, researched, and pursued new business opportunities within the Saudi private sector, fostering strategic alliances and market expansion.
- Collaborated closely with the CEO and VP to assess partnership performance, evaluate project impacts, and align on portfolio priorities.
- Proactively highlighted key partnership risks and opportunities to management and technical teams, enabling informed decision-making.
- Led post-project and partnership review sessions to capture lessons learned and share insights across teams to enhance future collaboration.

Product Manager | Mared Al Iraqiya, Malia Holding | Nahr el Mot (Full-time)

08/2022 – 10/2023

- Supported the development of partnership-driven marketing materials, including product literature, brochures, presentations, and promotional collateral to enhance brand positioning with key clients and stakeholders.
- Collaborated with marketing agencies and retail partners to design and execute in-store branding initiatives, ensuring alignment with partnership goals and timely implementation.
- Worked jointly with field teams and business partners to create impactful in-store displays that strengthened brand visibility and customer engagement.
- Monitored and evaluated the performance of joint marketing and partnership campaigns, analyzing data and metrics to identify improvement opportunities and drive strategic recommendations.
- Assessed sales performance and in-store execution to measure the effectiveness of co-branded initiatives, uncovering insights to optimize partner collaborations.
- Supported Brand Managers in managing monthly stock levels, order processing, and supply coordination to maintain strong partner and client satisfaction.

Key Account Sales Representative | Kallassi Group | Awkar (Full-time)

02/2021 – 08/2022

- Negotiated pricing, promotions, and contracts to achieve sales targets and improve profit margins.
- Coordinated with marketing and supply chain teams to ensure timely delivery and effective in-store execution.
- Prepared regular sales reports and forecasts to support business planning and decision-making.
- Managed and grew key client accounts, ensuring consistent sales performance and customer satisfaction.

EDUCATION

Holy Spirit University (USEK), Kaslik, Lebanon

09/2022 – present

MBA in Marketing & Management

Key Courses: Research Methodology, Theories and Practices of Negotiation, Strategy Management, Strategy Marketing, Branding, Retail Management, P&L

Thesis: Due to May 2026

BA in Business Administration – Université La Sagesse, Lebanon

09/2018 – 06/2022

Key Courses: Macroeconomics, Microeconomics, Business Ethics, Accounting, Statistics

LANGUAGES	COMPUTER SKILLS	SOFT SKILLS
English (fluent)	MS Office	Problem-Solving
French (native)	HubSpot	Organized and resilient to stress
Arabic (native)	Bitrix24	Portfolio management
	Salesforce	Excellent communication skills
	ClickUp	

INTERESTS

Sports
Digital Transformation & Innovation
Financial News
Market Researches