

# Carol Bouchmann



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Dual Nationality: French, Lebanese

[Linkedin Profile](#)

*With over 17 years of experience in technology sales, channel enablement, and solution delivery, I specialize in building and managing strong vendor and channel partner ecosystems. I have a proven record of accomplishment in driving joint go-to-market strategies, expanding partner sales pipelines, and enabling vendors, resellers, and distributors to achieve shared business objectives.*

## CORE COMPETENCIES

Channel & Partner Sales | Vendor & Distributor Management | Partner Enablement & Training | Go-to-Market Strategy with Partners | Alliance & Ecosystem Development | Customer Experience | Bid & Proposal Strategy | Stakeholder Engagement | Digital Transformation | Stakeholder Engagement | Bid & Proposal Strategy | Project Coordination | Contract Management & Risk Compliance | Digital Transformation | ISO27001:2022 | Team Leadership | Procurement Enablement |

## PROFESSIONAL EXPERIENCE

### Keeways Technology - Sales Manager

*November 2025*

As Sales Manager at Keeways Technology, I lead the company's business growth strategy by connecting organizations with innovative, tailor-made software solutions. My role focuses on identifying new market opportunities, building long-term client partnerships, and aligning our software capabilities with each client's digital transformation goals. Key Responsibilities:

- Develop and implement sales strategies to expand Keeways' presence across various industries, including education, hospitality, retail, and enterprise sectors.
- Identify and pursue new business opportunities through targeted prospecting, networking, and strategic partnerships.
- Engage with clients to understand their business needs and propose customized software solutions — from web and mobile applications to digital platforms and system integrations.
- Collaborate with the development and project management teams to create tailored proposals, technical offers, and project roadmaps.
- Lead the full sales lifecycle: qualification, proposal, negotiation, and closure.
- Maintain and grow relationships with existing clients through continuous support and up-selling opportunities.
- Monitor market trends, client feedback, and competitors to refine sales approaches and value propositions.
- Support brand positioning through events, marketing campaigns, and digital initiatives.

### Data Consult – Bid & Quality Assurance Manager

*May 2024 – October 2025*

- Lead development of bid strategies aligned with client requirements and business objectives, incorporating market insights to drive competitiveness.
- Collaborate with vendors, distributors, and solution partners to design competitive proposals.
- Coordinate cross-functional teams (technical, legal, sales) and integrate vendor inputs into bids.
- Managed contract lifecycle including negotiation, compliance, and risk assessments.
- Facilitate vendor certification tracking and compliance with partner program requirements.
- Lead internal change initiatives to standardize bid processes, improving turnaround time by 30%.
- Coordinate and manage the creation of high-quality bid proposals, ensuring alignment with client needs, technical specifications, and compliance requirements.
- Assess and mitigate risks associated with bidding activities, including technical complexity, regulatory compliance, and competitive pressures, to enhance the likelihood of successful bid outcomes.
- Build and maintain relationships with some clients throughout the bidding process, participating in client meetings, presentations, and negotiations to understand their needs, address concerns, and position our solutions effectively.
- Facilitate bid review meetings with key stakeholders, presenting bid strategies, progress updates, and risk assessments to senior management for review & approval before submission.
- Own and continuously improve the processes, documentation, tools, and methodologies used to facilitate the design of award-winning, tech-led proposals.
- Cisco Customer Success Manager
- Cisco 360 Manager
- ISO27001:2022 ISMS Manager

## **Data Consult – Sales Team Lead**

*Nov 2023 – May 2024*

- Directed sales operations with a focus on channel sales and partner-led growth.
- Built and maintained relationships with vendors, distributors, and technology partners to expand market coverage.
- Developed joint sales strategies with partners, increasing channel-driven revenue.
- Coordinated sales enablement activities with vendors to strengthen partner readiness.

## **Data Consult – Account Manager**

*Oct 2020 – Nov 2023*

- Managed enterprise accounts in collaboration with vendors and channel partners to deliver tailored IT solutions.
- Worked closely with vendors such as Cisco, Palo Alto, and Fortinet on joint go-to-market activities.
- Negotiated with distributors and vendors to optimize pricing, margins, and deal registration.
- Supported channel partners with technical and sales enablement to improve customer engagement.
- Improved client onboarding processes to increase engagement and satisfaction.
- Collaborated with pre-sales and technical teams to create tailored IT service proposals
- Led business development initiatives to expand customer base.
- Built deep relationships with clients to understand their specific needs and improve productivity and increase profitability
- Monitored clients' accounts, analyzing incomings and outgoings, and performing forecasts that are leading to a new business performance.
- Self-generated new business through prospecting, networking, and referrals
- Explored opportunities with existing and new customers
- Created business opportunities related to IT professional services, by identifying prospects & evaluating their position in the industry, while researching & analyzing sales options
- Coordinated, and drove customer issues with the Managed Services, Field Engineers, and Consulting Team.

## **Data Consult – Inside Sales**

*Jan 2014 - Oct 2020*

- Collaborated with vendors and distributors to manage renewals, upsells, and cross-sell opportunities.
- Coordinated with vendor partner managers to align sales incentives and promotions.
- Engaged prospective clients and supported the sales pipeline through proactive outreach and lead nurturing.
- Acted as a liaison between vendor product teams and the salesforce to drive adoption of new solutions.
- Led pre-sales engagement and closed over 80% of generated opportunities.
- Managed CRM records, sales orders, and administrative support functions.
- Prepared and sent information packages to prospective buyers.
- Lead customer engagement before the signature of the contract.
- Managed selling activities to optimize and sustain sales performance, profitability, and customer satisfaction.
- Reported weekly sales activities to the direct manager.
- Performed administrative duties as needed by the company.
- Placed Sales Orders and Renewal Orders.
- Backed up the Commercial Team Sales Manager in Lebanon through his customers

## **Data Consult – Sales Support Officer**

*May 2007 - Dec 2013*

- Assisted in tender preparation and vendor coordination, gaining early exposure to channel processes and vendor ecosystem management.
- Managed license and software renewals.

## **Data Consult – Administrative & Sales Support Assistant**

*Jan 2002 - May 2007*

- Supported administrative, sales, and marketing operations, including vendor event planning and logistics.

## RELEVANT PROJECTS & INITIATIVES

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### Cross-functional Training Rollout (2024)

Designed and implemented internal training sessions on bid writing, compliance, and proposal tools. Integrated feedback loops to improve training effectiveness.

### Process Change Initiative – Bid Framework (2024)

Standardized bid development process and introduced governance checkpoints to ensure quality and consistency. Achieved measurable improvements in proposal efficiency and team collaboration.

## EDUCATION

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### Lebanese International University (LIU)

*BA in Management Information Systems – Jan 2025*

GPA: 3.83

### Sagesse Beirut

Lebanese Baccalaureate, Philosophy, 1999

## COURSES & CERTIFICATIONS

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- Sales Pipeline Management | LinkedIn
- Key Account Management | LinkedIn
- Performance Management | LinkedIn
- Sales Trial Closing and Closing | CEP LAU
- Fortinet Cyber Fundamentals Cybersecurity
- Palo Alto Sales Product Specialist Hardware
- Business Analysis and Process Management | Coursera

## LANGUAGES

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- English, French & Arabic