



# *Abeer Dib Mreihel*

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## **Senior Retail, Commercial Planning, Marketing & Product Manager**

*National award-winning Retail professional, Team player with 16+ years of experience in Product Planning/Management/Marketing & Retail management, possess ability to conceptualize and orchestrate marketing campaigns that effectively reinforce and build brand images. Proven ability to drive record-high marketing campaign response rates and execute successful product launches.*

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### **Key Skills**

- *Business Development*
  - *Strategy*
  - *Retail*
  - *Team Management*
  - *Leadership*
  - *Negotiation*
  - *Business Planning*
  - *Key Account Management*
  - *Product Management*
  - *Training*
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### **Professional Experience**

Abed Tahan, incorporated in 1930, is Lebanon's leading multi-brand electronics and appliances retailer. It represents over 350 of the world's finest consumer technology brands.

**ABEDTAHAN**

#### **Commercial & Development Manager**

*Abed Tahan, Lebanon – August 2021 to Present, Lebanon*

- Defined and executed commercial strategies aligned with business objectives, driving revenue growth across retail, B2B, and wholesale channels.
- Led the commercial team by setting targets, guiding execution, and optimizing supplier agreements, pricing structures, and incentive schemes.
- Oversaw full product lifecycle management, ensuring continuous availability and optimal turnover across all categories.
- Evaluated supplier performance annually, negotiated contract terms, and ensured compliance with financial targets and rebate structures.
- Coordinated with marketing, retail, and finance to plan and assess promotional campaigns, monitor ROI, and optimize budget allocation.

- Participated in top management meetings to set monthly sales targets, align cash flow with purchasing plans, and guide strategic decisions.



Shaker Electronics & Appliances - Lebanon Co.

**Divisional Head- Product and Marketing**, March 2019 - June 2021, Lebanon

- Led end-to-end operations across the 4Ps (Product, Pricing, Promotion, Place), strengthening product positioning and market capability across the HA and TV/AV categories nationwide.
- Defined product line-up strategy, pricing roadmap, SKU mix, and model selection, while ensuring alignment with market trends and brand standards.
- Managed product launches, developed local launch plans (LLPs), and executed nationwide promotional calendars and campaigns.
- Oversaw sales enablement through training programs for retail partners, dealers, and brand field force teams.
- Accountable for full P&L management including sales deductions, marketing budgets, and bottom-line profitability.
- Handled demand forecasting, supply chain operations, and competitive market analysis to inform strategic decisions.
- Ensured compliance with HQ branding guidelines and supported strategic planning with data-driven reporting and trend insights.



**Miracle Colleges** from 2016 till 2019 (Part Time)

Part time teaching courses, Marketing and management, Sharjah, UAE



*Ventura Glob*

is a division of Eros Group., The Group is one of the leading multifaceted business conglomerates in U.A.E and has an annual turnover of more than AED 4.2 BN (USD 1.25 BN) and continue to grow over the years.

Ventura Global has extensive experience in deploying best-in-class solutions comprising of products and technologies that are tried and tested in real-world business environments.

Being a leader in designing and building IT infrastructures and integrating systems into LAN/MAN/Enterprise networks of different technologies for many years makes us the best choice in creating solutions that are truly responsive to ever-changing business needs and requirements.

### **Business Development Manager**

*September 2017 – September 2018 [Ventura Global]- Dubai, United Arab Emirates*

- Identified and pursued new business opportunities through networking, cold calling, advertising, and strategic outreach to drive client acquisition.
- Developed tailored sales pitches and proposals to secure new accounts and expand the company's client base.
- Built strong client relationships, set sales targets, and provided ongoing support to maximize retention and long-term growth.
- Led and coordinated the efforts of business development teams, ensuring alignment with strategic goals and pipeline objectives.
- Conducted market research to stay informed on industry trends, competitor offerings, and client needs, enabling data-driven planning.
- Managed the full business development lifecycle: new business acquisition, client retention, strategic planning, and performance tracking.



**LG Electronics (Al Yousuf L.L.C)**

*Dubai, United Arab Emirates*

*Al Yousuf LLC is an exclusive distributor of LG Electronics and Home Appliance in UAE having diversified interests in automotive, electronics, computers etc*

### **Senior Retail, Planning & Product Manager**

*LG Electronics – Al Yousuf L.L.C., Dubai, UAE | August 2011 – August 2017*

- Led the planning and product portfolio management for LG Home Appliances across the UAE, overseeing a multi-million-dollar budget and a retail team of 45 members.
- Directed end-to-end marketing functions, including brand management, PR, advertising, product launches, trade shows, and retail marketing planning.
- Managed product forecasting, PSI planning, and inventory control across central and interstate warehouses, ensuring alignment with sales trends and production timelines.
- Negotiated pricing and promotional strategies directly with LG principals, setting market-aligned retail prices and launching competitive campaigns.
- Oversaw import operations, negotiated with shipping and freight companies, and coordinated logistics to optimize costs and delivery timelines.
- Collaborated with global and local production teams to ensure product availability, timely supply, and smooth warehouse operations.

## **Retail Operations Manager**

*LG Electronics – Al Yousuf L.L.C., Dubai, UAE | January 2007 – August 2011*

- Led retail operations across LG stores in the UAE, focused on maximizing profitability, increasing turnover, and achieving nationwide sales targets.
- Oversaw end-to-end retail functions, including store operations, HR, finance, logistics, customer care, marketing, IT, and administration.
- Drove business development through project sales, exports, and specialized B2B channels, including healthcare and corporate sectors.
- Managed and motivated cross-functional teams to boost efficiency, optimize resources, and expand the display business.
- Built and maintained strategic relationships with key resellers, launching local initiatives to grow market share with measurable ROI.
- Controlled stock levels, sales forecasting, and POS system accuracy to ensure smooth retail operations and profit maximization.
- Scouted premium retail locations and led expansion efforts across major shopping malls in the UAE.
- Maintained strong floor presence to resolve issues, engage with staff and customers, and ensure high service standards.

## ***Retail Manager, Jan 2006 till Jan 2007.***

- Overall supervision of all brand stores.
- Sales Staff management.
- Manage Customer Services and independently handle complaints.
- Manage After Sales services and handle operations.

## ***Store Manager, Jan 2004 till Dec 2005.***

- Meeting Sales goals by effective training, motivating, mentoring and providing feedback to sales staff.
- Ensure high levels of customer satisfaction through exceptional service.
- Manage store administration duties, ensuring compliance with company policies and procedures.
- Maintain outstanding store condition and visual merchandising standards.

## ***Education:***

- MBA in Management Sciences from Szabist international University, Knowledge village, Dubai, 2008 with honour (A+ GPA).
- BBA specializing in Management Information System, Business Computer University of Lebanon, 2003.
- Diploma in Business and Office practice, Lebanon 2001.
- One year biochemistry at Lebanese university, Lebanon 1999.
- Lebanese baccalaureate major experimental science in Secondary School Lebanon 1998.

### ***Training:***

- Leadership Development training course in 2011 at Bangkok Thailand.
- TTT (Train the trainer) course by LG Electronics, Dubai, UAE
- Setting Objectives, Strategies, KPIs training by LG Electronics, Dubai, UAE
- How to deal with Difficult people training, Dubai, UAE
- Trained by various celebrity trainers like Mr. Bob Nelson and Mr Tom Young, Dubai UAE.
- Product training in factory for incoming quality control, line quality control and outgoing quality control at LG Factories in Korea, China, Thailand and India.

### ***Awards:***

- Award of Excellence, Awarded for Emirates Quality Mark (EQM) for LG product by Dubai Government, Emirates Authority for Standardization and Metrology (ESMA)
- Retail Middle East Award as Store Manager of the Year, 2006 Dubai, UAE
- Dubai Service Excellent Scheme Government's Award for 2010, 2009, 2008 & 2007 consecutively.
- Head of the team implementing new Oracle system processes.
- Appreciation letters from Customers and Principals.

### ***References:***

*Upon Request*