

ADONIS NARSH

Business Development & Strategy | Market Entry & Expansion | Partnerships & Ecosystem Building | MENA
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PROFILE

Strategy and business development professional with experience spanning engineering, entrepreneurship, and commercial execution across MENA. Track record of building and scaling businesses, closing 55M+ AED in energy sector deals, and advising organizations on market entry, expansion, and partnership development across the region. Combines structured problem-solving with hands-on execution to identify gaps, unlock opportunities, and deliver measurable revenue growth.

EXPERIENCE

Strategy & Business Development Consultant Self-Employed

Jan 2025 – Present
MENA

- Designed and executed go-to-market strategy for Yalla Play, building a partner ecosystem and unlocking early-stage recurring revenue streams.
- Secured a multi-country partnership for Transformeus Consulting, enabling regional expansion and new service verticals across MENA.
- Built a 3-year international growth strategy for PCA, Lebanon's ICT association, defining a market entry roadmap for 120+ member companies.
- Conducted sectoral and value chain analysis for Syria's textile and garment sector with ILO, informing competitiveness and development recommendations.
- Led labor market study on Palestinian youth employment in Lebanon with GIZ, identifying structural barriers and workforce alignment opportunities.
- Implemented CRM and redesigned sales enablement for DigiLance, improving pipeline visibility and increasing conversion rates across Levant operations.

Business Development & Growth Manager

Nov 2022 – Aug 2023
Beirut, Lebanon

Voltek (*Sustainable mobility and EV charging solutions provider*)

- Established and scaled the commercial function from scratch, hiring and leading a team and building core sales infrastructure.
- Created a personalized simulation and free trial program that consistently converted prospects, increasing sales conversion rates by 12.5% within 6 months.
- Deployed Microsoft Dynamics 365 CRM and restructured the sales funnel, reducing lead-to-deal conversion time by 20% and establishing full pipeline visibility.

Business Development & Contracts Manager, Upstream

Feb 2019 – Oct 2022
Abu Dhabi, UAE

Euro Mechanical (*Leading provider of services to the UAE's energy sector*)

- Expanded partner ecosystem from 9 to 29 international firms, strengthening upstream capabilities and unlocking new revenue streams.
- Delivered consistent year-on-year revenue growth of 25%+, closing the final year with 55M AED in sales built entirely through direct deal origination and strategic partner activation over 4 years.
- Closed multi-million AED contracts with ADNOC while growing In-Country Value by 3.3% annually, directly reinforcing the company's credibility and long-term eligibility for government tenders.

Co-Founder & Commercial Lead

Sep 2017 – Aug 2022
Beirut, Lebanon

Trust Delivery (*E-commerce logistics and local delivery solutions company*)

- Co-founded and scaled Trust Delivery to Lebanon's second-largest delivery platform, reaching 8 branches, 130+ employees, and 3,500+ daily orders.
- Acquired and grew a portfolio of 1,200+ B2B clients, building all commercial strategy, pricing models, and retention systems from scratch.
- Developed performance tracking and reporting frameworks, improving cost efficiency, and enabling data-driven decision-making at scale.

EDUCATION

MSc in Strategy, Organization & Consulting
EDHEC Business School

Sep 2023 – Jan 2025
Lille, France

- Winner, Strategic Foresight Competition: Future of Wellbeing & Nutrition Program.

Master of Business Administration
American University of Beirut (AUB)

Sep 2020 – Jun 2022
Beirut, Lebanon

- GPA: 4.0 / 4.0 | Beta Gamma Sigma Honor Society, Top 10% of Class.

Bachelor's in Petroleum Engineering
Beirut Arab University

Sep 2014 – Jun 2018
Beirut, Lebanon

- Led ADIPEC Student Chapter to 4th place globally in 2016 | Mentored 2017 team to 1st place worldwide.
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CORE COMPETENCIES & LEADERSHIP

Core Skills: Market Entry & Expansion | Strategic Partnerships | Revenue & Pipeline Growth | Stakeholder Management | Deal Origination & Negotiation | Sales Process Design | Strategic Foresight & Scenario Planning.

Industries: Energy (Oil & Gas) | E-Commerce & Logistics | Tech & SaaS | Sustainable Mobility | ICT | Consulting.

Tools: Microsoft Dynamics 365 | Advanced Excel | PowerPoint | ITONICS | Futures Platform.

Languages: Arabic (Native) | English (Fluent) | French (Conversational).

Leadership: Certified Scout Leader since 2001, with 20+ years leading teams, developing people, and building organizations across complex and resource-constrained environments.