

TAREK TAWIL

Operations | Sales | Project Management | Business Development

Mount Lebanon, Lebanon

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PROFESSIONAL SUMMARY

Results-driven Operations, Sales, and Project Management professional with over 20 years of experience across commercial kitchen equipment, F&B, agribusiness, sustainability, and banking sectors. Proven ability to drive revenue growth, optimize operations, manage complex projects, and lead cross-functional teams. Strong background in business development, supplier management, and corporate sales, with a hands-on, execution-focused leadership style suitable for large organizations in Lebanon.

CORE COMPETENCIES

- Operations Management
 - Sales Leadership & Business Development
 - Project Management & Execution
 - Strategic Planning & Market Expansion
 - Key Account Management
 - Contract Negotiation & Pricing
 - Procurement & Supplier Management
 - Budgeting & Cost Control
 - Inventory & Supply Chain Optimization
 - Cross-Functional Team Leadership
 - Client Consulting & Solution Design
 - Risk Management, HACCP & ISO Compliance
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PROFESSIONAL EXPERIENCE

RESTO DEPOT by Arzouni FSE – Lebanon

Partner & Regional Sales Manager | 2018 – Present

- Lead regional sales and operations for commercial kitchen equipment, consistently achieving revenue targets.
 - Drive business development across hotels, restaurants, catering companies, and institutional clients.
 - Deliver consultative sales solutions, translating operational needs into optimized kitchen equipment layouts.
 - Develop and execute sales strategies, market analysis, and competitive positioning initiatives.
 - Negotiate high-value contracts and pricing structures while maintaining profitability.
 - Coordinate with manufacturing, purchasing, design, and logistics teams to ensure timely project execution.
 - Manage procurement budgets and reduce costs through strategic supplier negotiations.
 - Implement inventory forecasting and control systems, improving stock turnover and availability.
 - Monitor supplier performance to ensure delivery reliability and quality standards.
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CITROX ORGANICA s.a.l. – Lebanon

Founding Partner & General Manager | 2012 – 2018

- Co-founded and managed operations of a company representing UK-based natural and organic solutions for the F&B sector.
 - Oversaw sales, operations, compliance, and administrative functions.
 - Delivered solutions aligned with ISO, HACCP, and organic farming standards.
 - Built and managed key client relationships across agriculture, food processing, and water treatment sectors.
 - Expanded market presence locally and regionally through structured sales and operational planning.
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CO2 NEUTRAL s.a.r.l. – Lebanon

Founding Partner & Operations Manager | 2010 – 2013

- Established operational frameworks for Lebanon's first carbon measurement and offset initiative.
 - Managed project planning, execution, and stakeholder coordination.
 - Oversaw sustainability and reforestation projects.
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ELECTROCHOCKS PRODUCTIONS – Project-Based

Project Manager & Field Researcher | 2009 – 2010

- Managed a nationwide field research project covering 1,052 villages across Lebanon.
 - Coordinated logistics, research execution, and community engagement.
 - Delivered project milestones within scope and timelines.
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TAWIL FOR TRADING & AGRICULTURE – Lebanon

Sales & Marketing Manager | 2005 – 2011

- Developed and executed sales and marketing strategies for agribusiness product lines.
 - Managed distributor, retailer, and farmer networks.
 - Increased market penetration and revenue through structured sales execution.
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BANKING EXPERIENCE

INVEST BANK – UAE | Marketing & Customer Service Officer

BLOM BANK – Lebanon | Marketing Officer Trainee

- Developed marketing analytics systems to track performance, penetration, and product lifecycle.
 - Supported corporate client acquisition and sales campaigns.
 - Assisted in setting up operational structures for regional banking offices.
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EDUCATION

- Risk Management in Food Safety (Ongoing) – American University of Beirut
 - Graduate Diploma in Environmental Management – Maastricht School of Management, Netherlands
 - MBA – Marketing (Incomplete) – American University of Science & Technology
 - Bachelor of Science in Management Information Systems – SUNY Empire State College, USA
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LANGUAGES

- Arabic: Native
 - English: Fluent
 - French: Fluent
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VOLUNTEER & PUBLIC SERVICE

- Elected Municipal Council Member – Head of Health Committee (COVID Crisis Cell)
 - Lebanese Red Cross – War Relief Volunteer
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REFERENCES

Available upon request