



Kassem A. Haitham

Sales and Wellness expert

I'm a results-driven sales professional with strong experience in SaaS and ERP solutions, specializing in consultative selling, client relationship management, and business growth.

I've worked closely with businesses to understand operational challenges and deliver technology solutions that improve efficiency, scalability, and customer experience.

Alongside my SaaS and ERP background, I also bring hands-on experience in the wellness and fitness industry, giving me a strong understanding of health-focused businesses, their operations, customer journeys, and growth strategies.

CONTACT

<https://www.linkedin.com/in/kassem-haitham-399729142/>

Ahaitham.kassem@gmail.com

+961 70 290 879

Beirut, Lebanon

OBJECTIVE

Dedicated and results-driven fitness and wellness professional with hands-on experience in client relationship management, sales, and fitness environments.

Seeking a managerial position where I aim to leverage my leadership abilities, operational awareness, and customer service mindset to enhance client experience, lead and develop teams, and contribute to strong business growth and performance.

EXPERIENCES

Sales Representative – Zeymo - Achrafieh

April 2026 – Present 2026

- Selling Zeymo ERP solutions to prospective customers.
- Presenting and demonstrating the ERP to potential clients.
- Following up on inbound leads and generating new sales opportunities independently.
- Managing customer relationships throughout the sales cycle.
- Working toward sales targets defined by management.

Wellness Sales Specialist - Tribe Wellness Sales - Beirut (Remote)

August 2025 – February 2026

- Represent wellness brands in direct customer interactions after purchase.
- Conduct personalized consultations to educate customers on the best use of their wellness products.
- Build rapport and trust to enhance the customer's brand experience.
- Identify opportunities to recommend and upsell complementary products tailored to each customer's needs.
- Maintain a high standard of brand representation, ensuring a seamless experience from purchase to ongoing engagement.

Account Executive – in2 – Beirut, Lebanon

Jul 2022 – July 2024

- Driving sales in collaboration with SDRs and Product teams by presenting new features and strengthening competitive advantage.
- Managing inbound and outbound deals through a structured pipeline, prioritizing opportunities and setting realistic commitments.
- Conducting solution-based discovery to identify pain points, design solutions, and support implementation.
- Delivering tailored product demos focused on key features that solve client challenges and improve operations.
- Leading proposal discussions and negotiations to successfully close deals.
- Training newly promoted Account Executives and sharing best practices in sales techniques.
- Running weekly 1:1s with sales team members to support performance and build a strong team culture.
- Managing the full sales cycle, ensuring efficiency from first contact to close.
- Maintaining regular follow-ups with prospects to address concerns and keep deals progressing.
- Coordinating with Accounting and Customer Success to ensure smooth onboarding and client experience.

Senior Sales Executive – Parent ApS – Toronto, Canada (Remote)

September 2023 – November 2023

- Training New joiners on value selling.
- Moving important Prospects through the sales pipeline, closing them within a predefined period.
- Preparing important sales playbooks on (Prospecting – Gap Selling – Value Proposition – Credibility Building

Sales Associate - Inaya Homemade Lebanese Products - Beirut (On Site)

Jan 2021 – Aug 2023

- Procuring relations with possible resellers of Lebanese high-end homemade products. Updating monthly stocks and inventories and keeping track of seasonal requests and items.
- Basic accounting of sales and cash flow including basic expenses and P&L Sheets.

SKILLS

Technical:

SaaS Sales · CRM Management · Lead Qualification · Discovery Calls · Closing · Forecasting · Google Sheets · Sales Automation

Soft:

Communication · Negotiation · Problem Solving · Adaptability · Relationship Building · Time Management

REFERENCES

- Mhamad Abdallah – Sales Manager – in2 - +961 76 984 742
- Roy Deek – Performance Coach – Tribe Wellness - +961 3 244
- Melissa Saad – Customer Success – in2 - +961 79 107 886