

# Simon-Peter Massabni

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## **Profile Summary**

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Experienced Business Development Manager with a demonstrated history in the financial services industry. Skilled in Negotiation, Business Planning, Sales Directing, and ensuring customer satisfaction. Strong sales professional with a Master's degree specialized in Management from ESCP Europe and an MBA from ESA, Beirut, Lebanon.

## **Education**

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### **Ecole Supérieure des Affaires (ESA)**

Beirut, Lebanon, June 2016

Master's in Business Administration (MBA) - Emphasis: **Business Management**

### **ESCP Europe**

Paris, France, June 2016

Master's in Business Management

### **American University of Beirut (AUB)**

Beirut, Lebanon, June 2009

Bachelor in Business Administration - Emphasis: **Marketing Communications**

## **Work Experience**

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### **ICM Capital Ltd.**

Beirut, Lebanon

February 2018 – Current

- Working full time as Head of Business Development;
  - Managing a team of 6 Business Development Associates offering investment solutions for the Middle East, Europe and Asia.
  - Conducting educational seminars on capital markets and money management in the MENA region.
  - Assisting in the initiation, launching and evaluation of marketing campaigns and social media exposure.
  - Recruiting, training and supervising new hires.

### **Credit Financier Invest SAL**

Beirut, Lebanon

June 2015 – January 2018

- Worked full time as Head of Sales;
  - Managed a team of 4 Customer Support Officers, 3 Sales-Traders and 7 Senior Account Executives covering sales and customer support over the Lebanese territory and the MENA region.
  - Conducted educational seminars on capital markets and money management in the MENA region and in local universities.
  - Recruited, trained and supervised new hires.

- Worked full-time as Head of Retail Sales; (January 2013 – April 2015)
  - Conducted educational workshops on Forex Trading and Money Management in the MENA region and in local reputable universities.
  - Lead a sales team of 5 senior sales representatives selling retail, Introducing-Brokers and corporate accounts. Also lead a client retention department of 5 retention agents.
  - Recruited and trained new hires.
- Worked full-time as Senior FX Sales Associate. (August 2009 – December 2012)

## **Certificates & Awards**

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**Chartered Institute for Securities & Investment (CISI)** Nicosia, Cyprus July 2017

- Financial Services Regulatory Framework Certificate

**Sapphire Awards** Beirut, Lebanon April 2016

- Employee of the year 2016 for financial institutions in Lebanon

**WIN Sales and Marketing Programs** Limassol, Cyprus May 2013

- Certified Professional Sales Manager Certificate (CPSM)

**License Cisco Entrepreneur Institute Training Center** Beirut, Lebanon December 2013

- Sales Skills Certificate

## **Skills**

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- Microsoft Office (Proficient in Word, Excel and Power Point).
- Internet surfing and research.
- General Hardware and Software knowledge.
- Applied skills in Salesforce.com, ZOHO and Cufex CRMs.
- Applied skills in Trading Station 2 and Metatrader4

## **Languages**

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Fluent in Arabic, English and French.

## **Hobbies**

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Music (Tenor vocalist with AUB Choir, piano and guitar), watercolor painting, Basketball, socializing.