

TAREK SINA RAHME

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Objective

To find a challenging position in sales and marketing to meet my competencies, capabilities, education and experience and ensure a position in your company where my skills and learned experiences in Managerial solutions and sales strategies can be focused in order to achieve the required goals and tasks.

Professional Experience

March 2017-Till Present

Cadis: Sales Manager

Cadis (catering disposable) started its operation in 1993 in Amchit, Lebanon serving bakeries & confectionary market, to meet the growing customer demand in the GCC area Cadis inaugurated in 2012 its new facility in Dammam, KSA

- Achieve growth and hit sales targets by successfully managing the sales team.
- Design and implement a strategic business plan that expands company's customer base and ensure its strong presence.
- Performance monitoring of sales representatives.
- Build and promote strong, long-lasting customer relationships by partnering with them and understanding their needs.
- Present sales, revenue and expenses reports and realistic forecasts to the management team.
- Identify emerging markets and market shifts while being fully aware of new products and competition status.
- Implementing an up to date sales process, customer complaint and data collection systems.

April 2016-February 2017

Polytextile: Export Sales Manager

Polytextile is a well-established textile factory in Lebanon since 1967, manufacturer of several high quality private label brands in Women & Kids hosiery for Europe and the Middle East.

- Responsible for generating and enhancing the sales of the products in other countries
- Making sure that the products are available in the international markets by analyzing the trends of the customers and developing sales plans and strategies to meet their needs.
- Identifying new business opportunities by tapping the potential customers from different countries.
- Planning, developing and implementing different sales activities by researching the customer's needs and requirements.
- Making sure that the existing clients are retained while developing new clients.
- Taking initiatives and efforts to develop constructive and effective solutions to any issue that slows down or hampers the export procedures and activities.
- To constantly review distributor's performance and monitor their work so that relevant information can be provided to the management.

2014 – 2016

MetLife: Life Insurance consultant

Around the world, MetLife companies offer insurance, retirement and savings products. Working directly with customers as well as offer their product through financial consultants.

- Assesses client's financial situation by gathering information regarding investments, asset allocation, savings, tax planning, retirement planning, and estate planning.
- Obtain client's commitment by explaining proposed financial plans and options, explaining advantages and risks, providing explanation, alleviating concerns, answering questions.
- Calculating premiums and establish payment method
- Customize insurance programs to suit individual customers, often covering variety of risks.
- Develop marketing strategies to compete with other individuals or companies who sell insurance.
- Attend meetings, seminars and programs to learn about new products and services, learn new skills, and receive technical assistance in developing new accounts.
- Call on policyholder to deliver and explain policy, to analyze insurance program and suggest additions or changes.
- Explain necessary bookkeeping requirements for customer to implement and provide group insurance program.
- Plan and oversee incorporation of insurance program into bookkeeping system of company.

2011 – 2014

Glassina Glass Processing Factory S.A.L: Sales and marketing manager

Glassina is an industrial company founded in June 2011 specialized in glass manufacturing,

- Introducing Glassina into the construction market and with the end users.
- Succeeded in reaching the set sales objectives during the first 18 months of operations and managed to occupy a noticeable position in the local market among the first five industries.
- Managed to retain over 180 important, reputable and well-known clients such as "le charcutier", "Veer boutique", "Monoprix", "Republic café", "white lace resort"...
- Achieving marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews, implementing production, productivity, and quality.
- Determining annual and growth profit plans.
- Projecting expected sales volume and profit for existing and new products.
- Establishing pricing strategies, recommending selling prices, monitoring costs, competition, and supply and demand.

2005 – 2010

Darwish Holding: Product manager –SONY Qatar (REM Products)

Darwish Holding manages a portfolio of prominent companies that offer high quality products and exceptional services to the people, business, and the state of Qatar. It has diversified business interests across a spectrum of industries including consumer distribution, investment, retail, business services and technology.

- Handling Sony PlayStation and REM recording media products.
- Managing the launch of new products into the Qatari market.
- Sales analysis and impact of products at the different outlets in Qatar (Carrefour, Giant stores, LULU hypermarket, Jarir bookstore).
- Managing the entire product line life cycle from strategic planning to tactical activities.
- Developing and implementing a company market plan.
- Working and aligning with all concerned departments.
- Specifying market requirements for current and future products, by conducting market research supported by on sites visits to customers.

2002 – 2005

VIVIDAL medical laboratories S.A.L: Marketing executive

VIVIDAL was established in 2001 as state of the art medical laboratories, providing biology and radiology services in the keserwan area.

- Promoting VIVIDAL with insurance companies and doctors.
- Acquiring contracts with big portfolio companies as well as insurance companies.
- Ensuring a fast and reliable service to customers.
- Maintaining high customer satisfaction vis-à-vis VIVIDAL labs.

1999- 2002

ALSARACO S.A.L: Logistics officer

Established in 1997, ALSARACO was the sole agent of Daewoo electronics in Lebanon.

- Handling the shipping of goods from Jebel Ali and Seoul to Beirut port.
- Customs clearing and warehousing at location.
- Delivery of goods within Lebanon to electronic outlets and end users.
- Delivery of goods to various electronics outlets within the MENA region.

Personal Background

Date of Birth: 1980

Gender: Male

Marital Status: Married

Education

University Degree 2000- 2004 Bachelor degree in business administration from Notre Dame University- NDU

High School Degree 1999 - Lebanese baccalaureate in experimental science from Notre Dame de Louaize.

Languages

- Arabic: fluent written and spoken
- English: fluent written and spoken
- French: fluent written and spoken

Computer Skills

In-depth knowledge of Microsoft Word, Microsoft Office, Excel, Power Point, Explorer,

Extra-curricular activities

Hobbies and interests are what keeps us interested in life and gives us space and energy needed in order to fulfill our duties and to name but a few, I am a Harley Davidson enthusiast and rider, snowboarder, paraglide, swimmer.