



# BASSAM O. HARATI

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Dynamic Business professional with more than 14 years of extensive experience marketing / supply chain/ logistics setting gained in different positions and industries across the Middle East Region and GCC.

## Key Skills

- Diverse Operations Skills
- Logistics Skills
- Interpersonal Skills
- Flexibility and commitment
- Team mentality
- Project Management
- Thirst for knowledge
- Resilience
- Problem solving

## PROFESSIONAL EXPERIENCE

### Afak Group (AFAK)

BEIRUT - LEBANON

SEP 2015 – Present

Afak group trading and contracting is engaged in marketing, distribution, contacting and related products within Lebanon and GCC. Afak is a pioneer establishment recently acquired a sole distribution licenses for distribution of heavy equipment spare parts.

Website: <http://www.alafakgroup.com>

### Operations & Sales Manager

#### Achievements:

- Increased sales of spare parts through push strategy into B2B and B2C, by 20 % with targeting new markets.
- Managing communication channels between multi sites/locations/vendors in international events.
- Full Return on investment on long run projects within estimated time through acquiring back to back ventures and Letter of credit.
- Acquired an annual increase in market share by 7% through strategic planning and outsourcing.

#### Key responsibilities:

- Communicated job expectations; planning and issuing job cards.
- Developed operations system by determining product handling and storage within enforced policies and procedures.
- Maintained sales target by coaching and mentoring teams.
- Monitored heavy equipment operations and budget to meet expectations.
- Managed accounts relationship with operation vendors.
- Executed stock management and managed daily operations of related teams.
- Collaborated with other departments periodically in regards to KPI's and business development.

### Qatar Fuel Company (WOQOD)

DOHA – QATAR

JAN 2005 - FEB 2015

Qatar Fuel "WOQOD" is engaged in marketing, distribution and storage of fuel and related products within Qatar. WOQOD is a large and diverse downstream oil company recently assessed by Qatar Today Magazine as the leading public share company in terms of shareholder wealth creation over the last 12 months.

Website: <http://www.woqod.com.qa>

### SUPERVISOR (Bulk operations)

#### Achievements:

- Increased distribution channels from less than 1 KL to \$2.2 KL of multi fuel types within two years plan.
- Market penetration through introducing new distribution channels and monitoring techniques with 12 percent return on investment.
- Achieved increased sales volume for four years in a row across departments in three different locations.
- Unwavering commitment to customer service, adding new customers while maintaining premium service levels with existing accounts.
- Introduced new technologies in transportation through joint venture with multinational vendors.
- Reduced loss by implementing proper CRM techniques.

#### Key responsibilities:

- Handle the daily planning of petroleum deliveries to around 600 bulk customers and all petrol stations in Qatar.
- Coach and mentor staff with the aim of strengthening their technical capacity, adhering to company policies, procedures and regulations specific to supply chain and exchanging knowledge within the team and providing professional development guidance.
- Follow up with relevant units, internal or external on inventory, and transportation.
- Plan the operating islands in the assigned area during normal operations and emergencies.
- Ensured that products and services are distributed to the clients safely, promptly and economically.
- Monitor truck fleet and follow up maintenance schedule.
- Organize leave, roaster, and schedule for department.

## ***EDUCATION***

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2000 – 2004  
Lebanon

**Bachelor of Science (BS) in Business – Majored in Marketing** – Lebanese American University (LAU) –

## ***TRAINING and CERTIFICATES***

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- FUELFACS Inventory Management System – Petroleum operations system
- Master Key (CRM)
- Quality management skills training (QMS).
- Workshop on Aviation Fuel (Jet A1) Handling and Transportation Operation
- Certification awarded on Incident, accident, near miss investigation- 2010
- Job safety Analysis- 2013
- Marketing Tactics training –Dubizzle
- Agent induction training – Damac properties.

## ***LANGUAGES SPOKEN***

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- Bilingual: English, Arabic (Mother Tongue).

## ***Social Activities***

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- Member of the American Society for Testing and Materials (ASTM)
- Member of the Arab Cultural University
- Lebanese American University (LAU) Alumni
- Green peace Lebanon
- Board member of “Basma” non-government organization

## ***I.T.Skills***

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- Microsoft Office tools
- Lomosoft Petro Trans (Logistics, management, organization)
- Mobile truck planning software. (GPRS, AVL, TAAS)
- Master Key real estate system (CRM)
- Oracle applications
- Data Sales management system (DSMS)
- Enterprise resource planning (ERP)