

## PROFESSIONAL EXPERIENCE

### FADEL

Beirut, Lebanon

#### Lead Solutions Consultant

May 2024 - Present

- Direct the Solutions Consulting department, strategically prioritizing prospect projects, proof of concepts (POCs), and presentations to enhance client engagement and drive sales conversions
- Lead the overhaul of sales and solutions consulting coordination, streamlining information-sharing processes and project ownership to maximize efficiency and effectiveness in delivering client solutions
- Designed and developed innovative SaaS solutions resulting in the closure of over 10 deals exceeding USD 3.5 million in value with Fortune 500 companies over three years, showcasing strategic product design and sales acumen

#### Senior Solutions Consultant

May 2023 – April 2024

- Managed and developed technical and business sales activities in Europe and North America
- Successfully closed 7 deals worth more than USD 2.5 million with Fortune 500 companies in less than 3 years
- Lead customer discovery and uncovered customer goals and needs
- Acted as the technical lead and owner of the deal strategy

#### Solutions Consultant

May 2021 – April 2023

- Evaluated intricate functional and technical components of RFIs/RFPs to develop solutions aligned with clients' business objectives
- Crafted comprehensive, tailored demos and presentations for C-level executives in large multinational companies across diverse industries, including book publishing, consumer products, and high-tech
- Streamlined the transition of finalized deals to the Professional Services team for solution delivery
- Enhanced FADEL's product suite by optimizing systems to meet evolving market demands and industry needs

### Zain

Beirut, Lebanon

#### Customer Value Management Senior Officer

May 2017 – April 2021

- Generated a revenue uptake of over USD 8 million in 3 years by inducing customers to opt into bigger bundles and optimizing their purchase behavior
- Increased ARPU of targeted segments by an average of 12%
- Performed quantitative and qualitative statistical analysis, succeeded in identifying patterns and correlations, and generated clear insights that vastly achieved the organization's strategic goals
- Conducted data analysis, segmentation, and profiling of the customer base to identify money pockets, niche markets, and upselling or cross-selling opportunities
- Focused on value-based segmentation as means to increase ARPU by implementing targeted campaigns to reduce churn and boost acquisition
- Managed campaigns and products implementation throughout their whole lifecycle

#### Network Operations Senior Engineer

Jan 2016 – April 2017

- Enhanced network quality through improvement builds that increased the performance of the GSM network
- Implemented the advanced network monitoring system combining the radio, switch and data core network

#### Network Operations Engineer

Jan 2012 – Dec 2015

- Performed acceptance testing for network entities
- Coordinated issued work orders and monitored implementation to completion
- Managed and supervised the GSM network; followed up and reported on its performance

### Tetacom

Beirut, Lebanon

#### Software Engineer, Development & IT

Sep 2008 – Dec 2011

- Implemented Contact Center Solutions for both local and international clients
- Implemented unified communications technology to provide caller presence and audio/video conferencing

New Horizons Computer Learning Centers  
Microsoft Courses Instructor

Beirut, Lebanon  
May 2011 – Sep 2011

## EDUCATION

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ESCP Europe  
Master in Management

Paris, France  
May 2018

ESA Business School  
Master of Business Administration – MBA

Beirut, Lebanon  
May 2018

Lebanese American University  
B.E. in Computer & Communication Engineering

Byblos, Lebanon  
June 2008

## KEY TRAININGS

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- Conflict Management Course | Lebanese Conflict Resolution Network | Beirut, Lebanon

## SKILLS & INTERESTS

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Language Skills:

- English & French – Fluent | Arabic & Armenian – Native | German – Intermediate (A2)
- Obtained the “Diplôme de Français Professionnel” – Institut Français du Liban
- Obtained the "Goethe-Zertifikat A2" – Goethe-Institut e.V.

Technical Skills:

- Microsoft Excel, PowerPoint, Word, Outlook – Expert
- Tableau, Jira, Agile project management methods and processes – Expert

Character Traits

- Public Speaking, Interpersonal Communication, Storytelling
- Excellent written and verbal communication skills
- Project & Team Management

Interests:

- Hiking, Football, Basketball, Swimming, Skiing