



Mohammad Hammoud

Commercial Account Manager

SKILLS

Account Management & Business Development Consultancy

- Manage the relationship with the client, sales channels, stakeholders, and third parties or vendors
- Consultation on Location based services offerings, Geographic Information Systems, Geo-IoT for commercial segments (Telcos, Retail, Healthcare, and Education)
- Identify and analyze new business opportunities among new and existing customers.
- Collaborate with sales team to achieve quotas while keeping clients satisfied
- Generate sales among client accounts, including upselling and cross-selling of location based services solutions

Digital and Social Media Marketing

- Create digital content for solution applications (including videos, blogs, social media posts)
- Manage the Web presence optimization, including services for Organic Search, Social Media Marketing, Reputation Management, and wide range of business services
- Manage the Social Media Marketing (Facebook, Instagram, Twitter) advertisements
- Target business owners through paid advertisements to generate leads
- Articulate and present digital products to clients and business owners through online demos.

EXPERIENCE

Commercial Account Manager

Khatib&Alami Lebanon | 2015 - Present

Khatib & Alami is an international design firm based in Beirut, Lebanon. It's among the first 100 global multidisciplinary engineering firms and boasts a history of more than half a century.

- Lead the new commercial sales activities for location based services, including GIS, asset management, indoor wayfinding, and geomarketing
- Launched a new brand of inhouse made applications related to tourism, retail, healthcare, and buildings
- Introduced for the first time within K&A: Selling applications on the cloud (SaaS), and negotiated with Microsoft for a co-selling agreement within MEA
- Managed Digital Marketing channels (Google Adwords, Facebook and LinkedIn Ads) for B2B marketing of Ge-enabled Applications
- Introduced channel management agreement for additional sales channels within the MENA region

Countries of Operation: UAE, KSA, Lebanon, Kuwait, Oman, Egypt, Sudan
Segments: Telecom, Retail, Healthcare, Hospitality, Education

Major Clients: Ogero, Omantel, OBC Oman, Ooredoo, Korek Iraq, Beirut Souks, MOI KSA

Senior Network Infrastructure Consultant

ALFA Telecom Lebanon | 2013 - 2015

Alfa Telecom is Lebanon's first mobile network, managed by Orascom Telecom since 2009.. Alfa serves more than 2 million subscribers (75% of them data users), through a state-of-the-art network (2G, 3G+, 4G and 4G+/LTE-A) that covers 99% of Lebanon.

- Collect the needed analysis, review proper documentation, and communicate the business needs to ensure that the proposed solutions meet Alfa's business requirements

PROFILE

A focused and motivated professional specializing in Technology Sales and Consultancy. Particularly interested in software, services, Cloud and Internet of Things (IoT) location based technologies to drive innovation inside commercial companies. Successful in building valuable business relationships through exceptional customer engagement, relationship building skills, and excellent communication and presentation skills to lead businesses forward.

STRENGTHS

Enterprise Selling	●●●●●●●
Business Development	●●●●●●●
Channel Partner Management	●●●●●●●
Negotiation Skills	●●●●●●●
Presentation skills	●●●●●●●
Digital Marketing	●●●●●●●

Languages

Arabic	Reading Excellent	Writing Excellent	Speaking Excellent
English	Reading Excellent	Writing Excellent	Speaking Excellent

SOFTWARE

Microsoft	Powerpoint, Word, Excel, Windows Server 2012
Adobe	Photoshop
Facebook	Business Manager
Google	Google Analytics, Adwords

- Collaborate with external vendors, internal functional teams, development teams, and other stakeholders to identify user requirements, assess available technologies, and recommend solution options ;based on risks, costs versus benefits, and impact.
- Maintain full knowledge of all phases of telco technology implementations; apprise business management of progress; and keep IT management aware of potential risks

Countries of Operation: Lebanon

Segments: Telecom, ISPs

Major Vendors: Ericsson, Nokia, Cisco, HP, Fortinet

TRAININGS

Adaptous Canada	Facebook and Instagram Advertising Workshop Advanced Facebook Advertising Workshop SEO and SEM Advertising Workshop Google Analytics Workshop
Shaw Academy	Diploma in Social Media Marketing
Formatech	Project Management Professional- Certificate of Achievement

IP / LTE Core Engineer

Nokia Lebanon | 2010 - 2013

Nokia serves mobile operators, governments, large enterprises and consumers, with the industry's most complete, end-to-end portfolio of products, services and licensing. A truly global company, Nokia has 160 nationalities working in more than 100 countries

- Expert in MME, P-SGW, SGSN, GGSN installation, commissioning, firmware upgrades. Integration, acceptance, customer satisfaction survey
- Work with telco customers to develop, review, and propose solutions for IP and LTE systems
- Conduct LTE trials in the MENA region as part of the regional expert team

Countries of Operation: Lebanon, KSA, Bahrain, Armenia, Qatar, Kuwait, Oman, South Africa, UAE, and Egypt

Segments: Telecom

Major Clients: Zain, Ooredoo, Omantel, Etisalat, Mobinil, Vodacom, Karabakh Telecom

INTERESTS

Social Media Marketing e-Commerce, Presentations, Photography, Communications

IT Planner Engineer

Nokia Lebanon | 2008 - 2010

Nokia serves mobile operators, governments, large enterprises and consumers, with the industry's most complete, end-to-end portfolio of products, services and licensing. A truly global company, Nokia has 160 nationalities working in more than 100 countries

- Conduct customer workshops to present the proposed solution design
- Prepare relevant Engineering planning design, Bill of Material, system engineering requirements, and hardware setup
- Plan the proper data center architecture (power layout, networking, floor planning)
- Conduct IT tests and audits for the operator's network

Countries of Operation: Lebanon, KSA, France, Qatar, Kuwait, Jordan and Egypt

Segments: Telecom

Major Clients: Touch Lebanon, Zain, Vodafone, SFR France

EDUCATION

Communication and Electronics Engineer (BE)

Beirut Arab University Lebanon | 2002 - 2007