

# MOHAMED DALLY

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## Education

**Grenoble Graduate School of Business (GGSB)** September 2013- November 2015

**Msc in Innovation, Strategy, and Entrepreneurship (ISE)**

Grenoble, France

**Lebanese American University (LAU)**

January 2009 – February 2012

**BS International Business and Banking&Finance.**

Double major graduate on the Honor List with 3.27GPA

Beirut, Lebanon

**Collège Notre-Dame Des Apotres**

September 1994 – June 2008

**Sociology and Economics.**

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## Experience

**Projekt 7**

January 2018 — Present

**Co-founder and Marketing director**

Hats and Accessories

Branding and social media marketing.

**The Nawaya Network**

January, 2016 — August, 2017

Business Coach

Market research: Conducting primary and secondary market research (in terms of market size, potentials, competitive landscape, pricing and customer segments) and creating a business model to fill the gap in the market.

Marketing planning: Developing a branding strategy that appeals to the target customers in order to optimize sales and grow the market share.

**Lebanese International University (LIU)**

September, 2016 — June, 2017

Management instructor

I taught various management courses such as intro to management, intro the world of business and business trends.

**Yunano-Atos**

October, 2013 — May, 2014

**Student Consultant** (Live Business Case)

Market analysis and marketing strategy: Analyze the ERP and CRM markets to come up with an entry and marketing strategy for Yunano.

**Self-employed**

March, 2012 — September 2013

Importing and distributing electronic products from the USA.

**Bank Beirut and the Arab Countries**

March, 2012 — September 2013

Customer service

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**Computer skills**

Microsoft Office Suite: Word, Excel, PowerPoint.

WBS Tool, Gantt Chart (Micro and Macro planning)

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**Languages**

Fluent in English, French & Arabic.

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**Qualifications and extra curricular activities**

Entrepreneur at heart.

Dynamic person with solid knowledge in finance, strategy, marketing and international business.

My business skills include: Business and Marketing Planning, Business Analysis and Modeling.

Three consecutive years on LAU's Honor List.

Member of LAU's Red Cross club, Finance club and Event Organization club.

Ability to cope well with challenging work.

Hobbies include sports, traveling, fashion and discovering new cultures.

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**References**

Available upon request.