

JAD HATEM

Marketing & Sales Professional

+971 (0) 55 272 0071 / hatemjad@hotmail.com

Core Strengths: Sales | Marketing | Business Development | Events | Advertising | PR

Sector Specialization: Luxury | Beauty | Retail | B2B | Media & Communications

SUMMARY OF QUALIFICATIONS

- With over a decade of experience in the GCC, I have gained the expertise and knowledge to steer brands and companies to achieve successful results in the world of marketing and sales
- In a dynamic and fast paced market, my lateral thinking and solution oriented approach has placed me in the forefront, leading organizations to long-term solutions and the attainment of measurable results
- I'm a negotiator and with a passion for closing the deal, whilst making sure all involved parties benefit from the opportunity
- I'm an initiative-taking self-starter when working solo on projects but also enjoy working within team structures.
- My experience spans from working with large scale companies to start-ups, which in particular, exposed me to the essential aspects of running a business, creating the skills and flexible outlook to tackle the market needs
- I'm multilingual, with native-level English and Arabic skills, and fluent in French.
- I have worked in Lebanon, Saudi Arabia, and the UAE and led projects and campaigns in Kuwait, Qatar, Iran, Bahrain and Oman
- I've managed a variety of nationalities and work well within culturally diverse teams
- I'm assiduous, devoted and loyal to any company I work with. My success is a result of commitment to achieve goals with diligence, yet with a humble attitude and quiet confidence

EXPERIENCE

House of Niche FZCO

Dubai, UAE

April 2014 – Present

Marketing & Sales Manager

- Introducing a start-up company into the luxury market representing brands including: The Different Company, LM Parfums, Rouge Bunny Rouge, Mark Buxton, and Santi Burgas among others.
- Opening up markets in the region, brokering deals with distributors, maintaining relations, increasing sales and awareness of brands
- Launching and promoting brands in the region creating solid brand awareness and loyalty for suppliers, retailer and end consumers
- Full managerial responsibility for the UAE market, dealing directly with retailers, with 20 direct and indirect reports
- Daily store visits and advisory on sales techniques, assisting brands with marketing plans and navigating through issues faced whether with clients or staff
- Developing annual and quarterly marketing plans, including SWOT analysis, market positioning, digital and social media strategies
- Initiation and management of PR events and launches for suppliers and brands
- Oversight of advertising campaigns and POS activities in stores and malls
- Managing mystery shoppers and created an effective reporting system

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- Managing the digital marketing approach for House of Niche. This includes all social media marketing on all commonly used platforms, and increasing traffic to site, as well as to brand and retail partner sites.

Beauty Scents Distribution/Al-Fahim Avenue Dubai, UAE Jan 2012 – March 2014

Brand Manager, UAE & Qatar

- Launch and management of several brands, including: Alexandre J. Bassam Fatouh, Justin Bieber, Taylor Swift, which have gone on to be huge successes in the region
- Exceeded all sales targets and increased revenues by 30% per brand year-on-year
- Led marketing and sales initiatives across the region, including brand launches and roll out of advertising campaigns
- Development of marketing strategies and plans for brands in UAE and Qatar
- Management of in store teams and external agencies

Al-Madina Press Group Jeddah, KSA February 2006 – November 2011

Sales & Marketing Manager

- Brought on while the company had lost significant market share, to revamp the publications, pump in young blood and new thinking to increase younger readership.
- Worked on creating a strong presence and visibility in the market ensuring Al Madina Press Group was considered as the forefront of marketing plans and spending by key clients, leading to growth in the company's annual sales
- Success was attained via:
 - Development of a 360° marketing strategy with the aim of selling ad space in Al-Madina Newspaper & website, Elite, Assayaraat, Al Malaeb, Elite Wedding, Watches & Jewelry magazine
 - Achievement of targets with 3% surplus during first year of employment
 - Overachieved targets by 7% in second year
 - By the end of 2008, 28% above targets had successfully been accomplished
 - 2009, 2010 and 2011, targets were also achieved despite the global and regional financial crisis
- In 2008, I was tasked with overseeing the online department which led to the enhancement of the online experience for visitors. This in turn generated more hits and viewers, resulting in more ad spend for advertisers
- Promoted in mid-2009 to Sales and Marketing manager of the Western Region of KSA, overlooking the UAE office (which was responsible for all regional deals)
- Managed a team of three in KSA and two in the UAE

EDUCATION

- Lebanese American University (Byblos – Lebanon) 1999 – 2004
 - Major: B.A in Banking & Finance, Minor in Marketing
- Eastwood College (Beirut – Lebanon) 1997 – 1999 High School Degree
- Saint Joseph School (Beirut – Lebanon) 1987 – 1997

References available upon request.