

# Elio Nassar



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## PROFESSIONAL SUMMARY

Elio is a professional Business Developer with more than 6 years experience in the business development process. He has been involved in product testing, management and development of new business opportunities.

He was part of the founding team that successfully developed and launched a digital platform product for startups and SMEs within Thomson Reuter for the MENA region and was involved throughout the project lifecycle from initial planning phases throughout post launching phase. This included the market research at initial stage and organizing networking events for data collection and inputting into the technical development of the product.

His role included developing, coordinating and implementing sales strategies that identified market penetration opportunities. He has a strong record of delivering and takes a lead in the business development of the business where he has proved excellent strategic sales planning and ensuring growth.

In addition to the sales duties, Elio managed the coordination of all implementation tasks involving all stakeholders as well as providing consultation to clients on system implementation. He provided support and businesses solutions to the team to better align the marketing, sales, acquired client knowledge to increase efficiency through the product.

He had worked on developing technical proposals, performing assessment of the needs for projects implementation, client interfacing and project managing. His involvement expands to tender and contract document development.

Elio is creative and dynamic marketer with proven expertise in consistently penetrating new markets to ensure sustainable revenue growth

Elio is naturally ambitious, relishes a challenge and thrives on being part of an enthusiastic team. He is an exceptional communicator with a consultative sales style, strong negotiations skills, exceptional problem solving abilities, and a keen client needs assessment attitude.

## Work Experience



### **Business Development Manager at Thomson Reuters – Dubai, UAE**

*Nov 2016 to Oct 2018*

Served as a key member of the executive team charged to develop the SME digital gateway in the MENA region (Accelerate SME). The role entailed setting the framework and conducting the market research to help define the product development and the target market, formulating strategic directions and planning business development initiatives consistent with the overall strategy. Travelled internally to identify new business opportunities and effectively managed a region spanning across the MENA area.

- Developed and recommended short term and long range strategic sales plans, revenue goals and clientele objectives.
- Strategically managed and lead the sales strategy, including the development of forecasts, divisional pipeline strategies and quarterly shareholder reports.
- Oversaw the collaboration with advertising company to develop the marketing material and sales strategy which resulted in increased brand awareness and sales.
- Developed relationships, researched and built client contacts by attending and planning conferences and events throughout the MENA region.
- Established key relations and partnerships with key accounts in KSA, Oman, Jordan and Lebanon and built a successful sales pipeline
- Engaging with government authorities related to SMEs and collaborating with these departments to establish and implement governmental strategies for empowering local SMEs
- Maintained client relationship to enhance and refine customer relations and satisfaction. This included constantly reviewing client feedback and amending and improving the products, the respective process and the customer service accordingly.
- Presented quarterly findings to management including goal roadmaps.
- Closing deals with sponsors, partners and clients including involvement in the contract negotiations and liaising with the internal legal counsel as and when needed



### **Senior Research Analyst at Thomson Reuters – Dubai, UAE**

*Nov 2015 to Oct 2016*

- Developed the product business plan including setting the target market and the penetration plan
- Planned and implemented marketing strategies and events and conferences with over hundreds of participants
- Setting up data collection by engaging potential users and clients and conducting data analysis from the events and the market research, which was used to input and guide the product development.
- Involved with the technical developing team to feed into the product development and adapt the platform to the client needs with a focus on the UI/UX

- Researched competitor products to identify areas of strength and identify the product weaknesses and put an enhancement plan in place



**Senior Project Analyst at Thomson Reuters – Beirut, Lebanon**

*Nov 2012 to Oct 2015*

Part of Zawya project monitor team that is responsible to ensure data collection and regular update of the database related to the construction industry in the Mena region

- Exhaustive desktop research for construction projects related data
- Established relationship in the industry by engaging with key stakeholders (Project Managers, Directors, Project Engineers...) for data gathering and analysis
- Established key relationships to ensure constant data access and sourcing
- Presented quarterly findings to management including potential Client leads
- Analyzed data and developed reporting scheme on new and ongoing projects
- Involved in product development in order to work on improving and enhancing the product functionality and efficiency

## Trainings

- Graduated from Thomson Reuters School of Sale class of 2018
- Selling with a Spin training course
- Attended the “Professional Diploma in Digital Marketing Course” held by Digital Marketing Institute (January 2016)

## Academics

- 2009-2012: Bachelor of Science, Economics & Finance (Lebanese American University – Byblos, Lebanon)
- 2009: Lebanese Baccalaureate II in Sociology and Economics (Antonine Sisters School – Ghazir, Lebanon)

## Interests, Activities and Hobbies

- Member of Tri Dubai
- Passion for travelling and exploring new cultures and cities
- Skiing, Swimming, Basketball, CoD

## Languages

- Fluent in English and Arabic, written and spoken
- Good knowledge of French, written and spoken