

Ahmad kerdy

Business development specialist



Personal Details

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Place & Date of Birth: Beirut –
5/4/2001

Location: Beirut, Lebanon

Marital Status: Single

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Languages

English – Fluent

Arabic – Fluent

German – Intermediate

French – Basic

Profile

Dynamic and solutions-focused Management Information Systems graduate with hands-on expertise in ERP business process analysis, and strategic business development. Recognized for effectively bridging the gap between technical capabilities and business needs, with a focus on delivering tailored, high-impact ERP solutions particularly within Odoo environments to drive operational efficiency and client success. Experienced in leveraging the Odoo CRM module to manage the full pre-sales lifecycle, including lead qualification, pipeline tracking, and client engagement. Skilled in conducting discovery sessions, analyzing complex workflows, and designing solution architectures aligned with client goals. Adept at delivering targeted demos, preparing customized proposals, and supporting sales strategy through data-driven insights and CRM-driven follow-up. Proven ability to collaborate cross-functionally, optimize business processes, and contribute to long-term growth initiatives.

Education

- **2020 - 2024:** BA-Management information system
USAL-University Of Sciences And Arts In Lebanon

Experience

ERP Cloud, Business Development Specialist Mar 2024 – Sep 2025

- Conducted discovery meetings with potential clients to understand their business workflows, operational processes, and industry-specific needs.
- Analyzed business workflows to identify key pain points, automation opportunities, and areas where Odoo could improve efficiency.
- Prepared comprehensive scopes of work tailored to each client's requirements based on his workflow, ensuring alignment with their business logic and objectives.
- Designed and delivered personalized Odoo demos based on the approved scope of work to showcase relevant features and solutions.
- Created and presented customized commercial proposals alongside the demos in follow-up meetings with clients.
- Maintained consistent communication and relationship-building with potential clients throughout the pre-sales cycle and CRM module.
- Tracked all client interactions, deal stages, and meeting outcomes using CRM tools to ensure proper follow-up and pipeline management.
- Engaged with inbound leads and provided initial qualification and product information, though not as a primary focus.
- Identify and qualify new leads through market research, networking, and client outreach to grow the sales pipeline.
- Manage the entire pre-sales cycle from initial client engagement and requirements gathering to proposal development, technical clarification, and deal support.
- Conduct effective negotiations in coordination with the sales team, developing competitive and technically sound pricing strategies to win projects while ensuring profitability.
- Develop and present comprehensive technical and commercial proposals, including detailed cost analysis, ROI, and payback period calculations to support client decision-making.
- Ensure all proposals align with project specifications, technical standards, budget constraints, and internal profit margins.
- Coordinate closely with sales, and project management teams to deliver integrated, customized solutions that meet client expectations and compliance requirements.
- Supported the sales cycle from initial discovery to proposal delivery, contributing to relationship development even if not directly closing deals.

Skills

- CRM Pipeline Management
- Strong understanding of end-to-end Supply Chain processes
- Proposal & Demo Preparation
- Odoo ERP modules:
 - CRM
 - Sales
 - Manufacturing
 - Inventory
 - Purchase
 - Project Management
 - Website
 - HR
 - Fleet
 - Marketing Automation
- ❖ And other modules
- Technical Presentations demo
- Skilled in designing end-to-end ERP solutions based on real business flows.
- Client Requirement Analysis
- Analytical & Technical Skills
- Systems & Data Analysis
- Workflow Optimization
- Scope of Work Preparation
- Business Requirements
- Translation based on workflow
- Functional Documentation
- Client-Specific Use Case Development based on business need with different industries.

ERP / BMS :

- Process Mapping & Configuration
- Translated client requirements into technical specifications for integrated systems modules.
- Prepared solution proposals and conducted estimation and pricing calculations based on client needs, Odoo modules involved, and implementation scope.
- Participated in client discovery meetings to present system capabilities, conduct demos and gather requirements based on business process.
- Collaborated with software development teams to shape customized features.
- Supported the sales team in defining value propositions.
- Delivered documentation including scope of work, technical submittals, and interface layouts to facilitate smooth project initiation.

