

SAMAR ALKHATIB

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Director of Business Development and Strategy

SUMMARY OF QUALIFICATIONS

- 20 Years of experience in Business Development Management, Degree in Business Administration, Commerce, and Marketing
- 19 years of experience in Management and 10 years of experience in Inside Sales
- 10+ years of experience within the Transportation Industry in Lebanon
- **"Qatar World Cup 2022"** During my working years at Dar, I worked and helped with the design and supervision of the extensive renovation works undergone by the 40,000 seats venue, in compliance with the FIFA standards and requirements.
- Highly experienced in planning and execution of Business Strategies
- Ongoing Certification in Project Management (**PMP**)
- Highly professional in ISO (International Organization for Standardization, Quality Management) for 9000 and 9001
- Skilled negotiator, able to solve customer issues, attend to their queries, and follow up on pending offers or backorders

CORE COMPETENCIES

Organizational Skills	Leadership & Decision Making	Understanding Target Audience
Transportation Industry	Business Development (Sales /	Develop Sales Funnel
Project Management	Marketing)	Apps: Teams, Raci Matrix, and
Time Management	Adaptability	CRM, Trello, Big Marker, Slack
Project Reports	Supply Chain Management	

PROFESSIONAL EXPERIENCE

Metro Toronto Convention Center

Passion for Dessert – Vendor

Business Development Manager - Toronto

April 2022

- Developed and implemented sales techniques, such as participating at convention centres and contacting nearby restaurants for potential future partnership, which resulted in a 20% boost in sales
- Conducted presentations, cold-calling, and emails for B2B and B2C points of sales to always get new leads and retain long term relationships with clients
- Analyzed vendor sales performance KPI (informance indicator) through vender's dashboard/matrix template and investigated new growth opportunities
- Developed a promotional competition event in coordination with the vendor to encourage people to use our products and enter to win a prize.
- Social media involvement: LinkedIn, Instagram, etc.. increased followers which led to 70% of new leads and potential customers

Team Leader - Experiential Learning Project

Challenger, Cambridge, ON, Canada

March 2022

- Led a team that developed a Business Solution to automate the payroll process involving Drivers' Trip Jacket analysis using UiPath (Robotic Process Automation Tool)
- Study, defined, and analyzed the current business process to understand how to improve efficiency and reduce the manual analyzation of this task by payroll staff by approximately 11 hours per week
- Developed a UiPath workflow to automate the analysis and identification of Trip Jackets that require no additional pay to the driver
- Ensured UiPath automation was also set up to; separate files based on additional pay to driver and no additional pay to driver, files were differentiated by Order Number and Unit Number from the Trip Jackets and files were renamed as per requirement from Challenger
- Prepared Executive summary documentation, Process Improvement Proposal, and then presented the final proposal to the client

*Continued:***Project Manager / Quality Controller (PT), SITTISOAP, Mississauga**

June 2021

(Social enterprise creating long term income-generating opportunities with and for the refugee community, www.sittisoap.com)

- Led an 8-person cross-functional international team in planning sessions, brainstorming potential clients and suppliers, and tracking project strategy progress through Trell, resulting in being able to secure 15% of overall outreach.
- Ensured all projects meet required deadlines and provided regular updates to Executive managers.
- Took the lead in the tender process i.e., design, research, contacting graphic designers for new Box Design release, and then submitted shortlisted names for the interview with the CEO for review
- Organized and coordinated project activities, maintained drawing insurance logs, and prepared meeting minutes
- Tracking incoming RFIs (Request for Information) about any specific product or items, and followed up with suppliers to ensure that the information was accurate
- Transfer Supplier information into Sales Force ensuring that all information is correctly entered
- Presented weekly matrix on client onboarding progress
- Identified potential contract improvement opportunities and re-negotiations

Business Development/Marketing Manager, SOMEEXISTINGTREES - (PT)

January 2015 – August 2019

(Boutique Design Consultant Company, www.someexistingtrees.com)

- Implemented client attraction campaigns and events with a wide range of services and network connections through the Middle East and North America which led to 2 new customers in Canada and 1 customer in North America.
- Created sales pitches, campaigns, marketing activities, and potential clients' meetings (B2B and B2C) from start to finish
- Worked with VP, CEOs on direct strategic sales targets.
- Coordinated with other members of the Client Value advisory team to frame opportunities for investment, shape opportunities to explore innovative partnership and business model, and identify resources and tools required to support
- Kept updated records of clients and tenants in order to follow up on learning and development
- Connected with media to select the appropriate channels to promote the incubator
- Achieved 40 % increase in sales target for new clients and 95 % in customer satisfaction
- Supervised strategic planning and acquisition activities for small and medium scale businesses
- Created a Sales Funnel; leveraged social media to connect and engage

Office Manager / Coordinator, GLOBALDWS, Toronto (PT)

July 2020 – August 2021

(International System Integrator & Solution Provider of Innovative Technologies, www.GlobalDWS.com)

- Conducted Human Resources responsibilities such as sourcing for qualified candidates, as well as coordinating logistics procurement / supply chain, and general operations to support delivery of Robotics to clients.
- Marketed product through social media, advertising, personal approach, and used SWOT method evaluating ways we can target our potential clients more effectively
- Liaised with clients and vendors to identify and define their project requirements and objectives and followed up later to ascertain customer feedback and rating of customer satisfaction, received an average of 85% customer satisfaction rating
- Supervised project progress by adjusting timelines, addressing issues to the attention of the administration and program team, and proposing solutions to resolve any issue
- Led the implementation, research and assessment of the company's strategy to approach the potential market and customers through the "competitor analysis" process.

Continued:

Senior Executive Director Assistant, DAR AL-HANDASSAH, Lebanon
(Planning, design, management and consultancy Company, www.dar.com)

February 2000 – August 2019

- During my working years at Dar, I worked and helped with the design and supervision of the extensive renovation works undergone by the 40,000 seats venue, in compliance with the FIFA standards and requirements, Qatar World Cup 2022. I managed and worked with diversified people from different backgrounds and cultures.
- Implemented ISO 9000 and 9001 as part of the company's requirements which allowed the company to bid for several tenders where the ISO Qualifications were required, resulting in a more structured organization
- Coordinated meetings and events, delivered materials and organized facilities & catering.
- Performed a variety of accounting tasks such as preparing 10-20 cheque requests, expenses reports, and completing purchase orders.
- Handled all bookings and logistics for domestic and international travels, managed the director's calendar and made correctly filed according to the ISO international system
- Compiled bookkeeping records and generated financial statements for clients and conducted all general accounting such as accounts payable and receivable
- Successfully trained two administrative assistants to cover positions made vacant by maternity leave

EDUCATION / TRAINING

6 month Entrepreneurial and Business Communications Skills training program	ongoing
Co-Design Workshop	ongoing
Masters in business administration and Management, Commerce and Marketing (Equivalent to a Canadian Master's Degree as per WES Credential Evaluation) NPA College	
Supply Chain Bridging Program ACCES Employment / Sheridan College	March 2022
Project Management Sheridan College	August 2021
Certificate, Community Interpreter HMC Connection, Government of Canada	February 2021
Certificate, Exceptional Customer Service Experience HMC Connection, Government of Canada	March 2020