

Curriculum Vitae

Elie Joseph Tohme

Address: Shaghouri building, Wadih Doumani Street, Mar Mitr, Achrafieh, Beirut, Lebanon.

Mobile: +961-(0)3-677 918

Email: eliejtohme@gmail.com eliejtohme@hotmail.com

Date & place of birth: 15/04/1964 – Tahwitat el Naher, Lebanon

Nationality & marital status: Lebanese, married with two children



Objective

A focused and determined Marketing professional with more than 20 years' experience in both FMCGs and retail marketing with the stamina and wisdom to drive bottom line growth and lucrative business. Successfully create and implement marketing policies, increasing sales by as much as 35%. Excellent interpersonal and team management skills.

Summary of Qualification

- *Possess solid experience in both Retail business (11 years) and FMCG's (14 years) covering all functions of marketing blue chip international brands.*
- *Proven track record in successful launches and developments of new products and categories.*
- *Demonstrated superior skills in communication, organization, analysis, and strategic planning.*
- *Effective team player and results-oriented leader.*
- *Analytical skills.*
- *Commercial awareness*
- *Good oral and written communication skills.*
- *Fluent in English, French and Arabic.*
- *Computer literate*

Professional background

Marketing & Retail Purchasing Manager, Al-Guthmi **Jeddah, KSA**
7/2005 - present

Al-Guthmi Business Profile

Al-Guthmi is the leader in curtain and furniture fabrics in the Middle East, possessing 21 showrooms in KSA in addition to 8 more outside KSA spread as follows; 1 in Lebanon, 2 in UAE, 1 in Qatar, 1 in Oman, 1 in Kuwait and 2 in Yemen.

Main role as a Marketing Manager

- Guide a marketing team to develop, organize and implement a realistic annual marketing plan which includes all marketing tools such as pricing strategies, product profitability, distribution objectives, maintaining inventory level, and promotional & advertising activities for the different type of product categories.
- Manage a merchandising team that regularly monitors product availability in all Al-Guthmi showrooms and trade consumers.
- Direct and supervise a visual merchandising team that continuously decorate and re-decorate Al-Guthmi showrooms from its new and old products in an artistic and fashionable way taking into consideration countries' urban and rural taste and culture.
- Administer a catalogue designer team that design Al-Guthmi "fabric catalogues" which are the backbone of the company sales.
- Coordinate with the "catalogue factory" the monthly production mix that needs to be injected to the market; thus serving the achievement of the planned target.
- Communicate and interact with the sales force to secure sales target and distribution objective.
- Orchestrate the discount level during the "Sales Period" and its time span.
- Plan "tailor-made promotion" for different branches/Countries when needed. Constantly follow consumer demand in order to inject the adequate product that fits different types of end users in different regions and countries.
- Create and organize in-store events and activities to boost up sales.
- Brief, guide and follow advertising agency to plan ATL & BTL events that serve and enhance the company's image and its corporate value.

Achievements: Have created a new system to merchandise our products. This merchandising system optimized our space availability by 40%, thus increased the number of goods displayed, sales and profit.

Responsible for: All kind of curtain and upholstery fabrics and its accessories.

Main role as a Purchasing Manager

- Set a purchase budget that contains the amount of inventory (volume & value) must purchase during each budget period in order to ensure that there is sufficient inventory on hand to meet customer orders bearing in mind seasonality sales when applicable.
- Responsible for buying the best quality goods and services for the company at the most competitive prices and delivery time keeping in mind quality of the service.
- Forecasting levels of demand for products to meet the business needs and keeping a constant check on stock levels;
- Conducting research to ascertain the best products and suppliers in terms of best value, delivery, schedules and quality;
- Identifying potential suppliers, visiting existing suppliers, and building and maintaining good relationships with them;
- Negotiating and agreeing on contracts and monitoring their progress, checking the quality of service provided;
- Keeping contract files and using them as reference for the future;
- Forecasting price trends and their impact on future activities;
- Giving presentations about market analysis and possible growth;
- Developing an organization's purchasing strategy.
- Evaluate suppliers based on price, quality, and delivery speed
- Interview vendors and visit suppliers' plants and distribution centers to examine and learn about products, services, and prices
- Attend meetings, trade shows, and conferences to learn about new industry trends and make contacts with suppliers
- Analyze price proposals, financial reports, and other information to determine reasonable prices

- Meet with staff and vendors to discuss defective or unacceptable goods or services and determine corrective action
- Evaluate and monitor contracts to be sure that vendors and supplies comply with the terms and conditions of the contract and to determine the need for changes
- Maintain and review records of items bought, costs, deliveries, product performance, and inventories

Achievements: Have created a smart product mix strategy in line with a win-win policy for our business partners (suppliers) that resulted in a tangible increase in sales of 30%.

Responsible for: 80% of the total company purchasing budget.

Brands Manager (Body Care & Oral Care), Henkel cosmetics Zouk, Lebanon

1/2002 - 6/2005

Henkel Business Profile

Henkel KGaA Germany & Obegi Consumer Products (OCP) tied their forces in a 50/50 joint venture in 2001 under a new business name "Henkel Lebanon Cosmetics".

I was selected by both Henkel & OCP to join this venture to handle the body care and Oral care units.

Main role as a Brands Manager

- Develop 5 & 3 years brand business plan, comprising realistic long term and short term objectives through the implementation of different sales & marketing strategies that go in line with the main goal.
- Constant monitoring of assigned brands and product performance to secure sales target, profitability aim, and desired market shares achievement.
- Regular monitoring on profit optimization of assigned brands through cost-killing strategies i.e. alternative product sourcing, local production options when feasible and others forwarding tactics.
- Seek new opportunities to build up sales by injecting new brands or product lines.
- Report to management in Germany & Lebanon on brands and market conditions.
- Guide advertising agency to optimize implementation of assigned marketing activities.

Achievements: Minimized cost of assigned goods by adopting an alternative sourcing and local production for main key products, thus an increase in profitability (around 8%)

Responsible for: Body care (Fa, City Men, Bac, Le Chat, and many others)
Oral care (Vademecum, Denvit, Theramed and many others)

Product Manager (Toiletries), Obegi Consumer Products Zouk, Lebanon

1/1995 - 12/2001

OCP Business Profile

Obegi consumer products is a leading regional marketing and manufacturing organization in the Levant area. Products marketed include Henkel detergents, cleaners, toiletries, personal and beauty care line; Tulip canned meat, Delmonte canned fruits and juices, Wrigley chewing gum, 3M's Scotch-Brite, Durex condoms, Eveready and energizer batteries, Carlsberg beer, and many other international brands.

Main role as a Product Manager

- Develop, organize and implement annual and strategic marketing plans comprising product developments, sales, advertising, promotion, and pricing strategies.
- Plan and execute launches of new products and line extensions.
- Ensure the achievement of sales and profit target.
- Monitor performance of assigned brands and report to management on market conditions. Coordinate with other departments (Finance, accounting, Salesforce,) to secure effective preparation and execution of projects.
- Guide advertising agency to optimize implementation of assigned marketing activities.

Achievements: Raised the market share of assigned brand by conditioning various tailor-made promotional activities for specific and remote regions and injecting new products into the portfolio.

Responsible for: Henkel products such as Fa, City Men, Thera-med, Glemo, Taft, Seborin, Le Chat, etc, ...

Sales Supervisor (Confectionary), Ch. Sarraf & Co. Naher el Mot, Lebanon
1994-1995

Ch. Sarraf & co. Business Profile

Ch. Sarraf & Co., a member of Malia Group; A distribution company that handles the marketing and sales of FMCG, personal and professional care products, cosmetics, and fragrances; Ch. Sarraf & Co. is structured into separate and self-sufficient business units implementing proficient marketing and sales strategies to secure the brands' sustainable growth. The company represents Procter & Gamble's Wella, Clairol and Sebastian Professional hair care products; Creme 21; Cosmal Cosmetics; SuperMax; Coppertone; SkinVitals; Essence; InterParfum's Burberry Beauty, Burberry, S.T. Dupont, Banana Republic, Paul Smith, Chantal Thomass fragrances and Shiseido. The company also manages the Shiseido Qi Institute which offers exclusive face & body treatments and overall wellbeing.

Main role as a Product Manager

- Contributes to developing company's marketing and sales strategies in a given type of outlets. Responsible for implementing sales strategies and plans.
- Responsible for realizing targeted sales of company's product portfolio based on full customer satisfaction.
- Manage, control, supervise, evaluate, train, and motivate salespeople.
- Follow up sales performance.
- Maintain and develop relationship with current customers.
- Identify new and potential customers.
- Reporting, to the credit department, on any information, which may affect clients' solvability.
-

Achievements: Doubled "SUBSTRAL-fertilizers" sales figures by adopting unorthodox channel of distribution (have introduced "SUBSTRAL-fertilizers" to supermarkets when it used to be distributed to flower-shops only)

Responsible for: Marrabou (chocolate), Wolf (Salty crackers), Kjelsen (butter cookies), Substral (fertilizers)

Sales & Marketing (food stuff), Nabil Melki Group

1991-1995

Jal el Dib, Lebanon

Nabil Melki Group Business Profile

Nabil Melki Group is family own business and agent for many international brands for dairy, beverage, food stuff, and kitchenware. Such as; President dairy, White Horse whiskey, Panzani Spaghetti, Prestige kitchenware, and many other international brands,

Main role as a Product Manager

Responsible for implementing both sales and marketing strategies. (In short my job was more or less a combination of above two jobs but on a small scale since it was a small familial company.

Achievements: Increased company's sales territory thus increased sales by 10% in 3 years time.

Responsible for: S&W (canned food), Panzani (Spaghetti), Maille (French Mustard), Auga (toast), Materne (jams), Poulain (vegetable canned food), Lactel (UHT milk), Unichamp (mushrooms).

Marketing Coordinator, Network Advertising Agency, Badaro, Lebanon

1988-1989

N.Ad.A. Business Profile

N.Ad.A is an advertising agency dedicated to create, research and develop campaigns that appeals to customers which can help increase revenue and improve brand recognition.

Main role as a Product Manager

- Conducted in-depth market studies of product popularities,
- Planning and following up advertising campaigns,
- Handling media contacts.
- Developing and maintaining public relations with the agency clients.

Achievements: Conducted many market research for Panasonic, Malls,

Responsible for: Panasonic HI-FI, TVs, and Camcorders.

Education and background

Université Saint Joseph, Beirut, Lebanon

1989 - 1990 Master in Business Marketing

Université Saint Joseph, Beirut, Lebanon

1985 - 1988 BS in Business Computer

Marketing and Sales Seminars

- The 7 habits for highly effective people.
- Who Moved My Cheese?
- Time management
- First things first
- One minute management
- The leadership pill
- Costumers marketing
- ISO 9001

Computer Skills

- MS Word
- Ms Excel
- MS Powerpoint
- Adobe Lightroom
- Google SketchUp

Languages

- Arabic (Native)
- English (spoken, read & written)
- French (spoken, read & written)

Hobbies

Reading.
Photograpy
Fencing.
Cycling