

Executive Summary

- Results-oriented Executive with proven track record in driving strategic initiatives, growth, operational excellence and organizational leadership.
- Experienced in a diversity of leading roles including sales, marketing & communications, commercial management and coaching.

Accomplishments

- Coordinated cross-functional teams in developing strategies and annual operating plans.
- Defined value propositions and positioned products and services by building and analyzing market data.
- Established Marketing initiatives in support of sales. Coordinated a market segmentation drive identifying active vertical markets
- Managed a joint-venture company distributing a parallel brand of a major manufacturer.
- Directed sales and marketing operations continuously exceeding plan in revenue and segment income.
- Executed commercialization programs in support of strategic initiatives contributing to increased sales.
- Led a marketing communication team in developing and executing strategy to raise employee involvement and propagate corporate vision
- Implemented programs raising brand awareness in key market segments.
- Drove energy saving initiatives and created awareness on issues related to environmental sustainability.
- Actively participated with international regulatory bodies and non-governmental organizations, establishing contacts at multi-levels, to design and implement standards and initiatives
- Founder of local chapters and member of steering committees of international industry & trade associations.
- Applied a coaching process to increase productivity and establish a pool of talented individuals capable of supporting the projected growth.
- Six Sigma® Green Belt certified.

Competencies

- Solid business experience coupled with strong technical background
- People oriented, capable of communicating at multiple levels and across different cultures.
- Competent, disciplined, self-driven, with a passion for excellence and integrity.
- Team Builder, motivator, with inherent leadership skills.
- Fluent in three languages.

Education

- Master of Engineering (ME) - Major Mechanical. *American University of Beirut*
- Thesis on fluid mechanics

Professional Experience

Trane - a business of Ingersoll Rand (NYSE: IR) Trane solutions optimize indoor environments with a broad portfolio of energy efficient heating, ventilating and air conditioning systems and advanced controls for homes and commercial buildings. www.Trane.com.

Director – Marketing: 2000 – 2010

- Led an environmental team in driving a culture of energy savings and environmental sustainability and overseeing the implementation of supporting programs.
- Coordinated regional efforts as part of the global company transformation to become a responsible solutions provider.
- Acted as change agent to move the sales force from transactional sales to comprehensive solutions.
- Managed market and customer segmentation initiatives and drove programs to implement a vertical market approach to sales.
- Drove programs for creating awareness of and the implementation of protocols and agreements.
- Based in Brussels, Belgium and Dubai, United Arab Emirates

Director and Regional Sales Manager 1976 – 1989 and 1996- 1999

- Managed sales and service activities with P&L responsibilities
- Managed product positioning and distribution channels owning the complete process of commercial product distribution and marketing.
- Based in Athens, Greece, Cairo, Egypt and Dubai, UAE

Kroy - Division of York International

Kroy distributed *Luxaire* www.luxaire.com brand of air conditioning products throughout the Middle East as well as **York** brand in three countries as a joint-venture with a local distributor.

General Manager: 1994 - 1995

- Administered distribution channel and setting up one-stop shops to sell peripheral products reaching \$20 million in revenue in two years operation.
- Based in Nicosia, Cyprus.

Chicago Blower - Toronto, Canada

Chicago Blower Canada is a franchise manufacturer of industrial fans and blowers www.chiblo.com

General Sales Manager: 1990 -1993

- Negotiated OEM contracts with HVAC manufacturers to incorporate commercial fans in their products.
- Expanded sales of Industrial fans to reduce emissions in dust collectors and paint booths, doubling the company share in the automotive segment.
- Reorganized distribution throughout Canada implementing programs to increase revenue.
- Based in Mississauga, Ontario - Canada