

# JOSEPH NEHME

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## Sales & Export Professional

20+ years of experience in Sales Management, Business development and Markets expansion

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### Core Competences

- New Business Development
  - Operations management
  - P & L Management
  - Process Optimization
  - Key Account Management
  - Strategic Planning & Execution
  - Contract Negotiations
  - Customer Relationship Management
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### Professional Experience

#### **Q Pulse Consulting**

*Export and Business Development Consultant*

Dec 2020 to Present

- Arrange Export Webinars
- Coaching and Training of Sales Teams
- Setting strategic plans and reporting systems

#### **DIFCO Group – Daher International (Poppins / Snips)**

*Regional Sales Manager*

Mar 2020 to Present

- Handling Export Markets in Middle East and Africa
- Launching Poppins and Snips brands in Africa from scratch
- Setting detailed Pricing strategies, Route to market and Launching plans
- Performing positive P&L Management

#### **Lebanese Industries and Export Challenges (UNDP)**

*Project Leader*

Oct. 2018 to June 2019

- Heading a Project assessing all Micro and Macro Challenges facing Lebanese Industries
- Setting Complete Diagnosis study aligned with SWOT Analysis
- Preparing a “ Move Forward Plan” with detailed Strategy and Action Plan to enhance Export Business in Lebanon

#### **Meptico, Manufacturers and distributors of FMCG Products**

*International Sales and Export Manager*

Oct. 2015 to Sept. 2018

- Managing more than 40 markets (Levant, GCC, Africa & Europe).
- Analyzing & identifying new business opportunities & new market openings for new & existing products. 11 New Markets.
- Achieving substantial and significant Value and Volume growth.
- Championing excellence business relationships with stakeholders
- Heading the yearly development business plans; industrial, supply chain, sales & marketing strategies.
- Managing the achievement of forecasted objectives as well as P&L.
- Reviewing monthly performance, assessing achievement vs objectives
- Providing dynamic leadership for the company. Building and developing a professional and motivated management Team
- Achieving over target profitability through detailed management of P&L

**Cosmaline, Malia Group***Sales Director*

Jan. 2012 to Sept. 2015

- Training for the distributors sales teams
- Launching new brands in markets
- Fishing for new Distributors and new Markets
- Covering countries in Africa and Middle East
- Preparing studies for new and potential products
- Setting A&P Budget / Market / Brand
- Setting Yearly Forecast and A&P Plans / Market
- Revising production cost and setting corrective actions

**A-Z Corporation International, Distributors of food products***Sales and Export Manager*

May 2010 to Dec. 2011

- Restructuring of Sales Department
- Handling a portfolio of Food and Non Food Products
- Daily follow up with Distributors on Sales, Competition, forecast orders
- Sales growth of 25% ( 2011 vs 2010)
- Fishing for new Distributors and new Markets
- Covering around 30 countries in Africa and Middle East

**Forewin Ghana LTD, Distributors of FMCG products***National Head of Division*

June 2003 – Apr. 2010

- Setting quarterly and yearly targets / Brand / Region / Trade Channel
- Training for the sales team
- Improving numerical distribution and market share / brand
- Setting plans for new items and ATL and BTL budgets / brands
- Daily follow up with suppliers in terms of orders and shipments
- Follow up with Warehouse Manager to avoid near to expiry problems
- Continuous market visit leading a Team of around 100 employees

**National Paper Co., Napco KSA – Member of Indevco Group***Senior Product Specialist*

Dec. 2000 – May 2003

- Handling the Tissue line portfolio
- Follow up on Sales, Distribution, Competition in all channels
- Setting Sales and Marketing plans
- Launching Hala Tissue line for commercial market segment

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## EDUCATION

Notre Dame University, 1999  
Bachelor degree in Business Administration – Emphasis in Marketing

Notre Dame De Louaize School, 1995  
Lebanese Baccalaureate II

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## Trainings & Awards Received

**Meptico** - Excellence in Leadership 2016  
**J & J** - Manager of the Year 2008  
**J & J** - BEST DISTRIBUTOR 2006 & 2007  
**COL/PAL** - BEST DIVISION MANAGER 2006  
**FOREWIN** - WONDER BOY AWARD 2006  
**GILETTE** – Recognition Award 2005

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## Languages and Computer Skills

Fluent English, French and Arabic  
MS Office (Word, Excel, PowerPoint), Lotus, FoxPro, Lotus and Oracle.