



Peter Bou Nassar

Regional Sales Manager

Beirut, Lebanon

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Languages

French (Work Proficiency)

Arabic (Work Proficiency)

English (Work Proficiency)

About

I am a person who knows how to get adjusted to the surroundings easily. I believe in learning while working and hence my long-term career objective to become a member of core team in a good organization.

BRANDS WORKED WITH

Cosmetics

Dr Nader Saab/ Skincare

/Interco&Fine Home

Lalique Group

Madi International

Experience



Regional sales manager/

Lalique Group | Apr 2022 - Now

- Across all of the nations within my territorial jurisdiction, I am in charge of creating all sales and marketing plans, campaigns, and custom trade marketing calendars and overseeing their implementation and level of execution.
- Work cross-functionally across the company on major and minor launches, distribution, and retail environments for each Brand with the LALIQUE BEAUTY HQ Team.
- Increased product demand will help the Distributors gain market share by driving up brand recognition, visibility, and attractiveness for all Brands.
- Develop a Joint Business Plan with the distributor & key retailers, to include business objectives, trade marketing plan and success measures to create a strong relationship at the account and a point of difference vs. competition
- Be key point of contact between Lalique SA & the distributors, while ensuring a great professional business relationship
- Manage budgets with discipline and Company guidelines and deliver financial stewardship through trade terms,



General Manager

Madi International | Jan 2018 - Jan 2020

GM and Partner

Dr Nader Saab/ Skincare | Jan 2017 - Jan 2018

- sectors.
- Meeting revenue targets while guaranteeing consumer and brand satisfactions.
- Hiring, scheduling, and training staff.
- Monitoring inventory and buying new supplies when necessary.
- Adhering to all safety and regulatory employment rules.
- Promote the effective implementation of marketing strategies, advertising campaigns, and visual merchandising guidelines.
- Manage all operational costs, including those for labor, supplies, inventory, and other costs, effectively. Acting as GM and Partner with Dr Nader Saab/ Skincare brands.
- Beirut, Lebanon 2017-2018
- Launching Dr. Saab's portfolio in Lebanon, the Gulf States, and the UK.
- Working and doing research with the Swiss Laboratory of skincare goods to introduce new items.
- Offering specialized training sessions on novel techniques to the Dr. Saab Hospital personnel.
- Helping with scheduling requirements

Retail Manager /Cosmetics &Fragrances

| Jan 2009 - Jan 2015

- Hiring, training, managing performance, paying employees, and scheduling work hours.
- Hiring personnel for positions in administration, marketing, and sales.

- Recording business operations, such as controlling shrinkage, facilities management, and P&L.
- Reaching predetermined monthly, quarterly, and annual sales goals. By establishing personal sales targets (quotas), organizing employee competitions, or providing sales incentives.
- Create and implement a financial incentive (or "bonus") based on net sales, profitability, or both that is connected to the financial performance of the store.
- Maintaining a sufficient amount of inventory by making sure that racks and shelves are stocked and that merchandise is regularly rotated out of storage spaces.
- Controlling shrinkage.
- Project manager for the department's development within the upcoming 51 EAST Lagoon building for the business.
- Work is being done to create the idea for the Perfumery Section.
- Deciding on the final locations for all local and regional brands inside the store.
- Bargaining business conditions with all local and regional brands.
- Hiring and educating all personnel related to the C&F Section.

● **Business Unit Manager /Cosmetics &Fragrances**

| Jan 2004 - Jan 2015

- Chanel, Givenchy, Elizabeth Arden Phytomer, Amouage, Sherrer, Valmont, Talika, Ingrid Millet and Hello Kitty are among the brands represented by the Division. YSL and Shiseido.
- Hiring, educating, and supervising Brand BAs, Managers, and Supervisors.
- Filling a range of positions, such as those in sales, marketing, and administration.
- Consistent increase of at least 25% over the time period.
- Participating in the 2005, 2006, 2007, 2008, 2009, 2010, 2012, 2013, and 2014 TFWA Exhibition in Cannes.
- Planning and carrying out activities related to product launches (Events and Retail).
- Creating a profitable direct sales company that continuously carried out the business plan.
- Taking charge of a company with 93 workers working in sales, marketing, and administration.
- Introducing Amouage's B-to-B distribution network, which includes Al Diwan, hotels, and banks.
- Participating in in-depth brand-specific training sessions hosted by the business and its foreign suppliers (Chanel, Givenchy, Shiseido, etc.).
- Participated in rigorous trainings for leadership, good to great with Starmanship, and business and marketing management.
- Managing a portfolio with sales of over 45 million (USD).
- Assisting with the organization and planning of all brand-related promotional activities for the business.
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● **Showroom Manager/Perfumes**

Cosmetics | Jan 2002 - Jan 2004

- Ordered fresh or replacement stock and kept acceptable stock levels.
- Constantly ensuring that the store's inventory is available.
- Trained employees on new procedures and selling strategies.
- Maintained monthly and weekly/daily reports.
- Monitored personnel appearance, hygiene, and cleanliness to make sure monthly targets were met and to help produce more sales by encouraging and energizing the sales staff.
- The configuration of the counters was observed to ensure that they were all spotless and properly stocked in accordance with supplier specifications.
- Liaison with all brands' domestic and foreign suppliers and discussion with them about new product releases, incentive programs, and the general state of the brands to improve performance.
- To guarantee a successful launch, suppliers and I coordinated the launch events.
- Whenever necessary, fills in for the manager of the sunglasses and watches area.

- **Sales supervisor- Market manager**

/Interco&Fine Home | Jan 1995 - Jan 2002

- In charge of all the sales of fast-moving consumer goods (FMCG)
- That include Thermos, president, and Olida to Mount Lebanon region
- Rapid sales growth through the years of dealing with this duty

Education & Training

2007

- **Almeda University**

Master Degree,