

# Curriculum Vitae

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**HOUTIN Fabrice** (as French)  
**ELHOUT Fadi** (Lebanese)  
Nationalities: French and Lebanese  
March 23, 1961 (55)



## SUMMARY

Over twenty five years of progressive management experience in Information Technology, Telecommunication and low current solutions with a strong understanding of the International Marketplace covering the distribution system (wholesale/retail) as well as purchasing in Lebanon, France, Silicon Valley Area and the Far-east.

## STRENGTH

Expertise and perseverance, results and detail oriented, consistently meeting or exceeding goals, cost conscious, profit motivated, strong organizer, creative, entrepreneur and leadership skills.

## INTERESTS

SEO, E-commerce technology, trends, small business marketing, online retailing, online market research.

## KEY SKILLS

Languages	French, English, Arabic, spoken and written fluently
Business practices	Purchasing; Import / Export, Freight, Banking and Finance (Options and FX), LC's, Government Tender Bids, BOQ's. Advertising and Selling techniques, wholesale and retail. IT Hardware and Software, Telecommunication, Copiers.

## EDUCATION

1982-1985	Bachelor - System Analyst/Programmer Control Data Institute-Marseille
1982	High School Diploma, Lettres/Philosophie-Marseille academy.
School	Collège des Frères Sacré-Coeur (Beirut) till 1975, then continued at Lycée Honoré Daumier (Marseille-France)

# SKILLS

Platforms And O/S	Web Design, Bulk Mailing, social media platforms. Apple Macs & PC'S, Dos, Windows
Develop Methodology	ASPMS, Object oriented
Web Design Scripting languages	PHP, Javascript, HTML5, xHTML, CSS, Creative suite, Dreamweaver, Flash Professional...
Databases	MS Access, 4th Dimension, MySQL...Relational Object oriented databases
Graphic design tools	Photoshop, Illustrator, InDesign, Quark Xpress
Web tools	eBooks, audio, video, photo, for E-newsletters, , Search Engine Optimization (SEO).
Office and presentation	Word, Excel, Powerpoint, Ms-Visio, Project, Statistical
Computer compilers	Gap, Cobol, Assembleur, RPG
Hardware maintenance	All components required to suit the design of PC's, Macs, Servers, Routers, Messaging, switches, Modems, Printers, Plotters, Scanners, Image-Setters, and Ricoh/Canon Digital copiers.
ELV (Electrical low Voltage)	<p>URMET : Digital/IP intercom</p> <p>CASTEL IP/SIP intercom for high security, Prisons, Banks...</p> <p>ELKRON : Intrusion and Fire Alarm</p> <p>URMET CCTV: telesurveillance,</p> <p>YOKIS: modules for automation and domotics,</p> <p>APRIMATIC : Motors and Automation, for windows, Doors, Barriers and Gates.</p> <p>FDI-MATELEC &amp; GLT &amp; Plexa: Access control (biometrics, Keypad, finger) for entreprises, banks, airports, hotels et Hospitals (nurse calling.... )</p> <p>SIMON URMET : Electric Switching devices</p> <p>ULTRALUX : Led lighting....</p>

# Professional Experience

• <b>Export Manager</b> (GCC/M-East-IRAN)	SACOTEL OFFSHORE	06-2015 / Pres.
<p>Responsible for developing the offshore business with existing clients and identifying potential new customers in the ELV systems: Intercom, CCTV, Automation, Telecom &amp; Security sector.</p> <p>Plan and implement export strategy and activities of the company</p> <p><b>Analyze regions performance:</b></p> <p>Drive sales growth by developing and maintaining business relationships.</p> <p>Developing close working relations with key strategic distribution partners;</p> <p>Analyze new business potential and promotional opportunities, Exhibitor at major trade fairs.</p> <p>Undertake regular market assessment and report on competitor activity;</p> <p>Complete regular forecasting activities;</p> <p>Contribute to new product development; Attend and host trade shows as directed.</p> <p><b>Procurement:</b></p> <p>Developed the whole software application for the offshore job (Contacts, purchasing, Costs, order placement and follow-up, Stocks, BOQ/Cost estimating and schematics for Tenders, Compliance study to tender specs.</p> <p>Follow-up with suppliers and forwarders from supplier availability to shipping costs, confirmation/collection/shipment to delivery.</p> <p>Developed the reporting on all activities(ie) pending matters, cost discrepancies, closed deals, bank accounts...</p>		
• <b>Web and E-Business Manager</b>	Paradise Group - Alexandria-Egypt	01-2015 / 03-2015
<p>Consulting role. The main aspects of the position were:</p> <p>Natural search enhancement projects for optimization. SEO audits (site architecture, content duplications etc. ) Performed comprehensive keyword research and gap analysis using Hitwise</p> <p>Experience with different types of clients (media, large E-Commerce, start-ups) Expertise in search verticals: Google base (shopping), XML feed optimization, Local (Maps, IYPs), Google News.</p> <p>Experience with Core metrics, Google Analytics, HBX (Omniure), SiteCatalyst. Providing research for internal and external use</p>		
• <b>Owner Copy Center</b>	Prints 4u - Beirut-Lebanon	2001 / 2014
<p>Operated a Full Business service Stationery and Copy center for students and businesses with Ricoh MFD/MFP's, solutions for networked Digital IT/Copying/Printing/Binding/Laminating services ranging from printing on all kinds of media, scanning and archiving all kinds of documents, brochure designs, plotting blue prints to even web design with creation and maintenance of online E-commerce that handled more than 3500 items.</p>		
• <b>Consultant Web development</b>	Web Liban - Beirut-Lebanon	1999 / 2001
<p>Understanding and analyzing client requirements, responsible for the Design, development and implementation of Web sites and E-commerce solutions.</p>		
• <b>Resellers Channel Development / ISP</b>	Data Management - Beirut-Lebanon	1998 /1999
<p>In charge of the selection, the appointment and the development of the reseller network.</p> <p>Recruited more than 500 Point of sale and 100 Exclusive resellers, Created loyalty program while distributing a whole range of Internet/Intranet services and Communication solutions to customers.</p>		

# Professional Experience

• <b>Product Manager</b> Computer Wholesaler	PC Deal Net - Beirut-Lebanon	1997 –1998
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Procurement, Sales and After-sales for Acer Components, Western Digital, Intel, 3Com Networking. Handling all operations to the computer dealer network in Lebanon. Creation of complete relations with 40 Super Dealers (large sales volume) and 500 mid to small size retailers. In charge of the sales inventory management, scheduling of the order cycle, ordering process, cost control, price analysis. Responsible for the distribution and management of all sales operations. In charge of the Hardware maintenance. Introduction of new products by means of seminars, exhibitions and discussing with distributors about feasibility.

• <b>Product Manager</b> Apple Macintosh Distributor	InterLink - Beirut-Lebanon	1996 –1997
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All aspects of Product Management: budgets, sales and purchasing ensuring constant follow-up with suppliers, cash flow, order scheduling, supervision and market research analysis of pricing policy position Communication with customers. Customer service. Involved in Brand names such as Apple Macs, Micronet, Newgen, Tektronix, Daystar, Eskofot...

• <b>Commercial Director</b> Computer wholesaler	SoftRam - S.Francisco-USA	1993 –1996
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Expanded the wholesale activity of the company into the European IT marketplace through promotion of retail channels, attending European exhibitions and meeting with computer importers and large End-User accounts. Involved in the Purchasing from Asian markets. 1995 Sales turnover exceeded US\$28 million.

• <b>Self employed</b> Computer Retailer	MicroDial - Paris-France	1986 –1992
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Startup and successful management in all areas of a new business through sourcing, negotiating, selection of material from major Asian countries (Japan, HK, Singapore, Taiwan) and the US. Penetrated the French market through low cost leadership, emphasizing the quality and customer service.

Responsible for the marketing of new brands and new product line by promoting, exhibiting, advertising, including system pricing and implantation plans. Preparation of sales proposals and submittal of quotations including follow-up. Responsible for the procurement of products, and the maintenance and enhancement of stock. Attending all problems (i.e) Troubleshooting, after-sales, Hotline related to customer incidents.

Responsible for the assembly, testing and the proper running of the assembled units, along with system installation and configuration of the operating systems, business applications, networking equipment and other software. Involved in the development and management of the Information systems. Thorough knowledge of shipping techniques related to Imp/export, documentations, and logistics. Knowledge of banking procedures related to Imp/export : letters of credit, bill of lading, bank guarantees, Cash flow management, established budgets, forecasts and expense controls, designed sales, inventory and financial reports. Thorough knowledge of advertising procedures, implemented sales in countries such as Algeria, Tunis, Australia, Switzerland and Belgium. 1992 revenues exceeded 15 million US\$.

# Professional Experience

<ul style="list-style-type: none"><li>• <b>Technico-commercial</b> IBM authorized Distributor</li></ul>	InfoCentre - Orleans-France	1985 –1986
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Duties/Responsibilities: PC Sales, PC Hardware assembly, installation and software demonstrator/trainer in the computer learning center.