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TONY YOUNES

REGIONAL SALES MANAGER  
IPTV & DIGITAL SIGNAGE EXPERT

## PERSONAL DETAILS

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## LANGUAGES

SPOKEN &amp; UNDERSTOOD

Arabic *English* *Francais* **русский**

## PASSPORTS & VISAS

Lebanese Passport

Russian Passport

USA Business Visa valid until  
2020Schengen Business Visa Valid  
until end of 2019KSA Business Visa Valid until end  
of 2019

UAE Visa on Arrival

Qatar Visa on Arrival

## SUMMARY

I am an experienced Regional Sales Manager who specializes in IPTV & Digital Signage solutions with over 13 years' experience in Sales and management, out of which, 6 years are hands on experience in IPTV & Digital Signage.

I have attended various courses & have received several certificates relevant to my job role, since I believe you can never become a professional in any field if you don't proceed your education.

I have a proven track record of exceptional leadership capabilities that I have been utilizing during my last 6 years by building teams, systems and processes into models of growth and profitability.

I'm always committed to providing memorable customer service experiences, I always make sure that my clients' needs are being achieved to the highest level, where it is before the sales or during and even after the sales happens.

I have been dealing with distributors & system integrators on a high level where I have assigned distributors for our products & solution to sell our items whether end clients directly or the appointed resellers who are the system integrators. At the other end, I was also dealing directly with end clients from each sector in the market, starting with the Government entities, moving to the Hospitality to the Education, Sports, Media, Health, Real estate, Banks, Oil & Gas.

During this time, I developed a set of communication skills that serves useful in the negotiations and in successfully closing the sales, and allowed to have several publications about IPTV & DS in the Hotelier Middle East & Digital Studio ME magazines.

## PROJECT PORTFOLIO

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### **QATAR FOUNDATION**

IPTV Solution  
≈ 2.5 MILLION AED

### **OSN**

Satellites  
≈ 2 MILLION AED

### **Al Ahli Hospital**

DS Solution  
≈ 2.5 MILLION AED

### **BARZAN CAMP**

IPTV Solution  
≈ 2 MILLION AED

### **Aspire Academy**

IPTV Solution  
≈ 2 MILLION AED

### **Ministry of Administration & Development**

IPTV & DS Solutions  
≈ 1.5 MILLION AED

### **La Cigale Hotel**

IPTV & DS Solutions  
≈ 1.5 MILLION AED

### **Carnegie Mellon University**

IPTV, DS, Wayfinding &  
Meeting Room Solutions  
≈ 1.2 MILLION AED

### **Ministry of Foreign Affairs**

IPTV & DS Solutions  
≈ 1 MILLION AED

### **The Torch Hotel**

IPTV Headend with encoders  
≈ 1 MILLION AED

### **BEIN Sports**

Encoders  
≈ 1 MILLION AED

### **Tabarka Beach Hotel**

IPTV & DS Solutions  
≈ 1 MILLION AED

### **Al Arabi TV**

IPTV Solution with VOD  
≈ 600 THOUSAND AED

### **Sharjah Airport**

DS Solution  
≈ 600 THOUSAND AED

## PROFFESIONAL EXPERIENCE

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### **TRIAX MIDDLE EAST & AFRICA**

#### **REGIONAL SALES MANAGER**

JULY 2018 - MARCH 2019

During the time I worked with Triax, I was able to provide a lot of support to convince the headoffice in Europe to change the CORE strategy which was to focus 80% Products and 20% on Solutions to become 80% Solutions and 20% Products.

Sales wise, I was able to overachieve the budgeted target set for 2019 where I have already received a partial-approval from one of the system integrators in Qatar for the ISF project which was going for 5 Million AED along with approvals for 2 phases of King Abdullah Projects 3 & 5 each worth 7 Million AED, other than the rest of the projects I was working on in the pipeline.

I was also successful in adding a number of resellers to the portfolio of our partners in the region such as Qatar, Saudi Arabia and others mostly in GCC & Africa.

I also prepared Triax's first official IPTV Seminar in KSA and presented our solution to hundreds of government officials, system integrators.

In addition to my job role, I also provided training and support to the rest of the team of Triax ME on how to prepare submittals and what to include as well as what should the focus be on depending on the type of the client.

Finally I utilized my experience in IPTV & Signage to provide our technical team with many issues that were available in our solution, whether it was issues in the headend, middleware and also in the STBs.

### **TECHNOSERVE**

#### **REGIONAL SALES MANAGER**

JANUARY 2015 - JULY 2018

Directly handled more than 30+ system integrator & contractor large accounts. Overseeing all the sales and presales activities while also offering supportive pre and post sales services such as technical and product education.

**Tarek Bin Zayed School**

IPTV &amp; DS Solutions

≈ 500 THOUSAND AED

**Sidra Medical Hospital**

IPTV Solution

≈ 400 THOUSAND AED

**Ministry of Culture**

IPTV Solution

≈ 400 THOUSAND AED

**The Pearl, UDC**

HDMI encoders

≈ 400 THOUSAND AED

**Supreme Committee for****Legacy & Delivery**

IPTV Solution

≈ 400 THOUSAND AED

**Al Jazeera Finance**

IPTV Solution

≈ 300 THOUSAND AED

**Hilton Hotel**

IPTV SOLUTION

≈ 300 THOUSAND AED

**Muntajat**

IPTV Solution

≈ 100 THOUSAND AED

## SKILLS

Sales &amp; Strategic Planning

Pre-Sales &amp; Post Sales activities

Relationship building

Business Development

Marketing Planning

Training

Negotiation Skills will all C levels

along with Executives &amp;

Officers.

Market trend knowledge and

product pricing

Problem Resolution with

attention to details

Streamline sales projects and analyze costs and sales that produce results that consistently exceed regular sales targets. Also, attended an array of marketing events and managed company website to ensure company stays current on market trends.

Additional tasks include some traveling to identify new customers and recording and maintaining client contact information.

- Conduct persuasive technical presentations to new customers and strategically negotiate tender and contract terms to close deal.
- Liaise with peers and technical experts to collaborate in the design of custom-made products and determine what new products to add to lineup.
- Increase company visibility and product promotion through securing ad placements in newspapers, magazines and online websites.

### GENIUS COMPUTER TECHNOLOGIES

COUNTRY SALES MANAGER 2011 – 2015

### APPLE INC.

SHOWROOMS MANAGER. 2007 - 2011

### VIRGIN MEGASTORE

SALES ASSOCIATE 2006-2007

## EDUCATION

### HIGH SCHOOL DEGREE • 2004 • SIN EL FILE HIGHSCHOOL

#### ADDITIONAL CERTIFICATES:

- |                                   |                                |
|-----------------------------------|--------------------------------|
| - Apple Product Professional      | Apple – January 2008           |
| - Apple Sales Professional        | Apple – January 2008           |
| - Coaching & Mentoring            | City & Guilds – December 2010  |
| - Retail Management               | City & Guilds – September 2010 |
| - Sales Management                | City & Guilds – January 2012   |
| - IPTV Solutions Expert           | Technoserve – January 2016     |
| - Digital Signage Solutions Eng   | Technoserve – January 2016     |
| - Fire Fighting                   | Enertec - October 2017         |
| - First Aid & CPR                 | Enertec - October 2017         |
| - Networking & Storage Specialist | Huawei – August 2018           |