

Hadi Sabra

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EXECUTIVE SUMMARY

Dynamic and results-oriented Sales Manager with over five years of international experience leading sales operations, developing commercial strategies, and driving business growth across Africa, the Middle East, and Europe. Proven expertise in managing cross-functional sales teams, executing category and trade marketing plans, and fostering long-term client relationships. Adept at using data-driven insights to optimize sales performance, implement value-driven proposals, and lead recruitment and training initiatives. Strong background in customer experience, project coordination, and financial consulting, with a consistent record of exceeding targets and delivering measurable results in highly competitive markets.

PROFESSIONAL EXPERIENCE

Sales Manager | D.M.D Mali – Bamako, Mali | Mar 2024 – Present

- Developed and executed strategic selling plans to consistently exceed sales targets and drive revenue growth of 20–30% quarter-over-quarter.
- Conducted market analysis, competitive analysis, and pipeline development to identify new business opportunities and refine go-to-market strategy.
- Managed full sales cycle: prospecting, lead generation, pipeline qualification, negotiating contracts, and closing deals.
- Owned key accounts, executed upselling and cross-selling initiatives, achieving 95% client retention and expanded share-of-wallet.
- Utilized CRM (Salesforce/MS Dynamics) and Excel for sales forecast, performance tracking, and business reporting to leadership.
- Collaborated cross-functionally with marketing, product, and support teams to execute campaigns and enhance customer satisfaction.

Sales Manager | Fournitures ET Plus – Lubumbashi, DRC | Jun 2021 – Feb 2024

- Led and mentored a B2B sales team to 110% of annual sales KPI achievement through strong team leadership and motivation.
- Executed account management, including key account planning, renewals, and contract negotiation with large enterprise clients.
- Implemented pipeline management, tracking prospects and forecasting revenue using CRM tools.
- Negotiated and closed 40+ high-value contracts focusing on upsell, cross-sell, and retention.
- Partnered with marketing and product teams on lead-generation campaigns to expand brand presence.
- Prepared proposals and RFP responses, ensuring alignment with public-sector procurement processes.

Project Coordinator | Streden – Istanbul, Türkiye | Dec 2020 – May 2021

- Coordinated project delivery within scope, schedule, and budget; led client communication to define scope/objectives.
- Implemented Agile methodologies and task management tools, enabling transparent tracking of 60+ project tasks and supporting consistent weekly quota completion across the team.
- Identified and resolved project risks and technical bottlenecks through problem-solving and cross-functional collaboration.

Business Development Representative | MetLife – Beirut, Lebanon | Jan 2020 – Dec 2020

- Delivered consultative selling of insurance and investment products by analyzing client needs and tailoring proposals.
- Generated leads, closed 48 deals in one year, and provided consistent after-sales support to foster client loyalty and referrals.
- Maintained accurate records of client interactions and pipeline activities using CRM and Excel.

EDUCATION

Bachelor’s Degree in Economics | Saint Joseph University of Beirut – Beirut, Lebanon | Sep 2016 – Dec 2019

- Quantitative Analysis & Econometrics: Developed strong quantitative reasoning using statistical methods, regression, time-series analysis, and data interpretation.
- Data Handling & Business Analytics: Processed large datasets, performed data analysis, and used software tools (Excel, Stata, and R) to derive actionable insights.
- Critical & Strategic Thinking: Trained in logical problem-solving and decision-making within economic, business, and public-sector contexts.

Project Management Certification | Haigazian University – Beirut, Lebanon | Mar 2021 – Jun 2021

- Enhanced my skills and knowledge to lead and manage a team to implement a project and achieve results that meet its binding requirements

SKILLS

- Languages:** Arabic (native), English (fluent), French (fluent), Turkish (Intermediate)
- IT:** Office Package (Word, Excel, PowerPoint, Access), QuickBooks, SAP, Salesforce
- Skills:** Negotiation skills, Conflict resolution, Leadership, Communication skills, Strategic thinking, Time Management, Results-oriented, Relationship Management, Customer-centric approach, planning and organizing, Problem solving