

Business Developer, Sales Manager



Karim ZAIBAT

French — 28 y/o

Contact

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Language

- English: fluent (TOEIC: 905/990)
- French: mother tongue

I.T

- Microsoft Office
- CRM, ERP
- Windows, macOS

Hards Skills

- Business Development
- Marketing
- Management
- E-commerce
- Export
- Intercultural management

Soft Skills

- Persistent
- Convincing
- Autonomous
- Bold
- Detail Oriented

Achievements

- Placed 3rd in the national VINCI competition: « How can we improve the citizens daily life? »
- How the inter-subsidiaries collaboration can answer to the lack of skills and/or resources? (*memoir of the Advanced Master*)
- Is the market economy compatible with ecology? (*memoir of Master's*)

Interests

- Badminton
- Civil aviation
- Ecology
- Read (*geopolitics, economics, finance*)

- +3y experience in international sales • Already worked in Chicago
- 6 years studies in Electrical Engineering • Bilingual: French & English

Education

- Advanced Master International Strategy and Business Development** 2018
EMLYON Business School - Centrale Paris - 华东师范大学 Shanghai **China France**
- Master's degree in International Project Management** 2016
Institut de commerce de Lyon **France**
- Master's International Business Development** 2015
SUP' La Mache, Lyon — Polytechnic University of Łódź **Poland France**
- High School Diploma & HND in Electrical Engineering (6years)** 2013
Ecole La Mache — High School Chaplin Becquerel **France**

Experience

- U.S Market BtoB Business Developer** 2019 (1,5y)
Gaston Mille - Safety Shoe Industry **Chicago, US**

- Contacted more than 300 prospects in the United States
- Established a new strategy with the agreement of the N+1
- Reconquered and retained the relationship with our historical distributor
- Bypassed filters (front desk, generic emails, standardized process,...)
- Negotiated and signed contracts with distributors
- Made sure that the induction of our products at our distributors was done correctly
- Targeted deciders, set meetings and educated them on our products
- Follow-up: payments, disputes, sales and stock management, overhead reduction

**Outcome: +35% turnover in 2019, 70% of 2019 turnover generated in Q1 2020,
4 new major and influent distributors (turnover B/T \$1B and \$10B)**

- Business Development and Marketing** 2018 (6m)
Vinci Energies (Mentor IMC Group) – Energy Industry **London, UK**

- Business development:**
 - Researched, followed and presented projects in the energy industry
 - Created project mapping of the project stakeholders in order to better know who to deal with
 - Prospected new clients (Hinkley Point, French Offshore Wind Projects)
 - Created commercial presentation
- Operational marketing:**
 - Established a brand image for internet and social medias
 - Promoted our company thanks to publications and the help of our partners
 - Encouraged our collaborators to share and publish the content published on our website
 - Recommended website corrections in order to make it clearer and more ergonomic

Outcome: brought leads that have been transformed by contracts, +6k followers on LinkedIn in 6 months, +20% traffic on the website

- Key Account Business Developer** 2015 (1y)
RUD GmbH u. Co. KG - Distribution **France Germany**

- Presented our RFID solution to major companies
- Proposed technical solutions following customer requests
- Participated to industrial shows
- Organized seminars in the five largest cities in France
- Trained the retailers
- Overhaul of the e-commerce website in order to increase sales

Outcome: contracts signed with EDF, Airbus, Alstom, Faurecia, Volvo, Renault, Turnover increased for the technological segment, Internet traffic multiplied by 5 (B/T 2014 and 2015)