

Corporate Profile





SHARING EXPERTISE & COLLECTIVE INTELLIGENCE



ELIE DIBEH

- Owner of « Level UP » Business Training & Consulting – Lebanon
- Senior Consultant for Phoenix Training, London
- PwC Middle East, Adjunct Lecturer

- Elie Joseph DibeH has a long and distinguished career in both academic, Business Consultancy & Training fields in Private and Public sectors.
- Elie, as ex-Professor, is specialized in designing, writing and delivering Technical / Operational and Soft Skills tailor-made training programs in the fields of Management, Marketing, Distribution, Retail, Negotiation, Operations, Sales, Supply Chain, Human Resources, Purchasing / procurement, Merchandise Management, and other related topics.
- Relying on his Operational and Academic backgrounds, Elie is experienced in building Training Academies, designing their catalog courses and Managing their Administrations.
- Since 2003, Elie, under the brand of “Level UP”, has been delivering Consulting, Speeches & Training Services to Multinational, Regional and Local companies in the Middle East, GCC, South Africa and Europe

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Academic Background

- ✓ BS Management (Lebanese American University, Lebanon)
- ✓ BS Marketing (Lebanese American University, Lebanon)
- ✓ Master of Marketing & Management –(Saint Joseph University, Lebanon)
- ✓ Certified Trainer & Coach from L'Oréal Training Academy, Paris

26 years Teaching Experience in Sales, Marketing, Management, Retail, Distribution and Human Resources

- ✓ Oct 89 – Oct 2005 Saint Joseph University, Beirut
- ✓ Oct 92 - Jun 98 Saint-Esprit University, Kaslik
- ✓ Oct 96 – Oct 2015 American University fo Science & Technology (AUST)
- ✓ Feb 02 – Oct 2015 Notre Dame University (NDU), Lebanon

Highlights of Professional experience

- ✓ 10 years – General Management for Clothing Manufacturing & industries, Lebanon
- ✓ 3 years as Marketing Manager for “Spinneys” – (Lebanon & Dubai
- ✓ 8 years as Purchasing & Marketing Manager of “Admic Group”, Lebanon (Monoprix, BHV & Casino Géant)
- ✓ 2 years – Trainer for “MAF-Carrefour” KSA (2007-2008)
- ✓ 4 years - Trainer for “Mars” and “Transmed” (P&G Lebanon, Jordan & Sudan)
- ✓ 2 years - Business Consultant for “Malco” (Fantasia & Pain D’Or), Lebanon
- ✓ 2 years - Business Consultant & Trainer for “Bocti” (Elle et Vire, Regilait...), Lebanon
- ✓ 2 years - Business Consultant for “Dairy Khoury”, Lebanon
- ✓ Since 2009 - Trainer for L’Oréal Middle East, GCC, Paris & South Africa
- ✓ Since 2011 – Training Consultant for Phoenix Training, London
- ✓ Since 2013 - Business Consultant & Trainer for White Stores (L’Oréal, Mc Vities, Ulker, Godiva) Kuwait

Highlights of Professional experience

- ✓ Since 2014 – Pharmacy Academy Trainer for “SANOFI”, Levant & GCC
- ✓ Since 2016 - Business Consultant & Trainer for Darwish Holding & 51 East Store, Qatar
- ✓ Since 2016 - Training Academy Member & Coach for L’Oréal Sales Academy, Paris, France
- ✓ Since 2016 - Trainer for Kallassi group, Lebanon
- ✓ 2017 -2019 - Business Consultant for Khoury Home, Lebanon
- ✓ Since 2017 – Pharmacy Training Academy designer of “Mersaco”, Lebanon
- ✓ Since 2018 - Training Consultant for “Petra Group”, Jordan (P&G, Kellogg’s, & Mondelez))
- ✓ Since 2018, Business Consultant & Training Academy designer for F&B Lebanon (Bonjus, & Taanayel les fermes & Farmland), Lebanon
- ✓ Since 2019, Trainer for ARLA (kraft), UAE, Kuwait, Oman & Qatar
- ✓ Since 2021, academy Trainer for ‘AL MARAI’, KSA
- ✓ Since 2022, PwC Middle East, Adjunct Lecturer

TRAINING SOLUTIONS

SALES	CODE	MARKETING & SHOPPER INSIGHT	CODE
<i>Outdoor Sales (Distribution)</i>		1. Marketing: from Basics to Strategies	MKT 201
1. Selling Skills & Field Excellence (SSFE)	S 201	2. Marketing, Trade Marketing & Brand Management	MKT 302
2. Cash Van & Impulse Sales Management	S 201 TT	2. Are your Sales Reps marketing-oriented?	MKT 202
3. Advanced Selling Management & Upskilling: "Customer Centric & Client Partnering"	S 301	3. Strategic Brand Management	MKT 303
4. Route-to-market planning & optimization (RTM)	S 401	4. CRM (Customer Relationship Management)	MKT 401
5. Tele Sales boosting (<i>professional Call Center</i>)	S 202 CC	5. The Promotional-mix and Integrated Marketing Communication Strategies	MKT 402
		6. Category Management	MKT 403
<i>Indoor Sales (Retail)</i>		7. Strategic Marketing & Business / Marketing Plan writing	MKT 404
6. Selling Skills & Customer centric Servicing (Part I)	IS 201		
7. Advanced & Strategic Indoor Selling Skills & Customer Centric Servicing(Part II)	IS301		
8. Customer welcoming, probing, profiling & complaints handling	IS 202		
RETAIL & OPERATIONS	CODE	NEGOTIATIONS	CODE
1. Shopper & Search Behavior in POS: Retail Insights	R 102	1 Negotiation & Communication Skills (I)	N 101
2. The World of Merchandising (displays & planograms)	R 201	2. Advanced & Highly Effective Negotiation Skills (II)	N 201
3. Key Account & Customer Engagement Management	R 301	3. The power of Persuasion	N 301
4. Store Management Planning & Retail Space allocation	R 302		
5. Departmental & Section Head POS Management	R 303	PROCUREMENT, PURCHASING., LOGISTICS & SUPPLY CHAIN MANAGEMENT	CODE
6. Forecasting, Target Setting and Promotional-mix splitting & budgeting	R 401	1. Procurement & Purchasing dynamics	P 102
7. Retail Management: from door to bag	R 402	2. Operations, Logistics & Supply Chain Management	P 201
		3. Forecasting, Budgeting & Target Setting	P 301
MANAGEMENT, HUMAN RESOURCES, LEADERSHIP & OTHER RELATED TOPICS			
1. First time Manager (Retail or Distribution)	MGT 101	6. Managing through Coaching	MGT 402
2. Supervisory Skills for Effective Team & Performance Management	MGT 201	7. Train the Trainer (TTT)	MGT 303
3. Management Skills and Strategic decisions	MGT 301	8. Strategic Management & Business Plan writing	MGT 501
4. The Business Acumen: a complete business introduction	MGT 302	9. Team building & Team working	MGT 202
5. Leadership, Coaching & Mentoring	MGT 401	10. Time, Stress & Conflict Resolution Management	MGT 203

PARTNERSHIPS

- Partnership with **Phoenix Training & Development, UK** to represent them in the MENA region
- Based in London, train throughout the world with a track record in working with major organisations in Europe and in the Middle East (<http://www.phoenix-training.co.uk>).
- Phoenix Training & Development, UK is specialized in the world of Management and its derivatives.
- 16 permanent staff, including 4 full time trainers.



LIST OF CLIENTS (1/4)

- ABED TAHAN, Lebanon/Retail & home appliances
- ABDUL WAHAD, KSA, Jeddah/Retail & home appliances
- AL MARAI, KSA
- ARAB Bank, Lebanon
- ARLA, Middle East
- AL SALAM - Muscat, Oman / High End Fashion Retail Store & FMCG Distributor
- AUBMC, Lebanon/Medical center and Hospital
- ALFA, Lebanon/Telecom
- AL MARED, Erbil – Iraq/Distributor FMCG
- AL-NAGH MOHAMED YOUSSEF, L'Oréal KSA
- ADMIC, MONOPRIX, Lebanon/Retail FMCG
- ABELA FRERES, Lebanon/Pharmaceutical Agent & Distributor
- AC Holding, Lebanon/ Samsung Distributor
- BANK OF BEIRUT, Lebanon / Banking
- BANK OF BEIRUT FINANCE (BOB FINANCE), Lebanon / Service provider
- BOEHRINGER INGELHEIM, Lebanon & Jordan/Pharmaceutical Agent
- BOHSALI FOODS SAL/FMCG Distributor
- BONJUS, Lebanon FMCG

LIST OF CLIENTS (2/4)

- BOU KHALIL, Lebanon/Retail FMCG
- BOKJA, Lebanon/Concept Design & Furniture
- CAPITAL STORE - Muscat, Oman/Retailers & Distributors Luxury products
- CARREFOUR, KSA/Retail FMCG/ hypermarket
- CORAL OIL, Lebanon, Oil & Gas
- CHALHOUB (Allied), Dubai/Multinational Distributor Health & Beauty Care
- DAHER FOODS-DELTA GROUP – Lebanon/FMCG producer & distributor – “Master / Poppins”
- DAIRY KHOURY, Lebanon
- DEBBANE FRERES TRADING, Lebanon/Agriculture
- ENHANCE GROUP, Oman
- EXOTICA, Lebanon/Retail / Flowers Accessories
- F.P.M., Lebanon/Medical Dental Center
- FATTAL ROMANCE, Lebanon East/Multinational Distributor Health & Beauty Care
- FOODCOM IDRIS, Lebanon/Producer - Distributor FMCG
- GHADDAR Machinery Co. S.A.L.(PERKINS)/Machinery & Engines
- JANSSEN-CILAG, Lebanon/Pharmaceutical Agent
- KERASTASE, Middle East/Hair accessories, Agent & Distributor

LIST OF CLIENTS (3/4)

- KARL STORZ, East Mediterranean & Gulf /Medical Supplies
- KHOURY HOME/home appliances & electronics, Lebanon
- KOST, Lebanon/FMCG Retail and Wholesale Cash & Carry
- LIBANPOST, Lebanon/The national courier of Lebanon
- L'OREAL, Paris France/Professional Hair Care products
- L'OREAL, Middle East & GCC/Consumer Products & Active Cosmetics
- L'OREAL, North Africa/Multinational/ Consumer Products & Active Cosmetics
- LEBANESE BANKS ASSCOIATION (ABL)/Lebanese Banks Association Training Center
- LEBANON FRUIT JUICES (BONJUS, TAANAYEL LES FERMES & FARMLAND), Lebanon - FMCG
- MAKHZOUMI FOUNDATION, Lebanon/NGO
- MERCK SERONO, Near East/Pharmaceutical Agent
- MERSSACO SAL/Pharmaceutical Agent
- METLIFE ALICO/Insurance
- MALCO GROUP (PAIN D'OR / FANTASIA)/Retail chain - Producer - Distributor FMCG
- MARS, Lebanon – Syria, Jordan, Iraq/Multinational Distributor FMCG
- MARKET PLACE (MP), Lebanon/Supermarket / Mall / FMCG
- MEPTICO SARL, Lebanon/Producer - Distributor FMCG

LIST OF CLIENTS (4/4)

- MINISTRY OF FOOD SARL, Lebanon/Food Chain, Restaurants & Catering
- MOHAMMED YOUSSEF AL-NAGHI – KSA/FMCG Distributor
- OBEGI CONSUMER PRODUCTS (OCP)/Producer – Agent – Distributor FMCG
- PETRA TRADING & INVESTMENT, Jordan (Distributor – Agent P&G, Mondelez & Kellogg's)
- RPR SAL, Lebanon/Public Relation Company
- SANOFI-AVENTIS, LEVANT, GCC & Middle East/Pharmaceuticals
- SKNICEUTICALS, Middle East/high-end Dermatology & Cosmetics
- S.P.I. SPIRITS LIMITED (STOLICHNAYA)/Agent – Alcoholic beverages
- SNAX, Jordan/Retail chain
- TAANAYEL LES FERMES, Lebanon – producer / distributor - FMCG
- TARGET FOOD CO. S.A.L. Lebanon/Distributor - FMCG
- TRANSMED, Lebanon, Sudan, Jordan - Agent - Distributor P&G, Clorox, Mars
- UFOOD, Jordan, Qatar & Lebanon- FMCG Distributor
- USAID – LIM/USAID – NGO
- WHITE STORES, KUWAIT – Agent – Distributor FMCG
- ZARSIMA ARA, IRAN - Agent – Distributor FMCG
- ZARRIN ROYA, IRAN
- ZUMOT BOULOS, Jordan/Local Agent & Distributor: Lay's – Stolichnaya – Red Bull