

SHARON SAMI JABBOUR

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Dubai, UAE

EXPERIENCE

Associate Innovation Manager Regional Markets – Chocolates & Baking

The Hershey company

Dubai, U.A.E.

October 2018 – May 2020

- Responsible for leading the digital transformation strategy mainly focusing on ecommerce in the marketplace on consignment basis with our distributor, as well as direct with vendor on certain bespoke seasonal skus.
- Responsible for project management of all new innovations for AEMEA markets (Asia, Europe, Middle East & Africa). The spectrum of innovation extends from innovations developed from local insights and competitive analysis and scaled up for similar opportunity in other markets at one end, to global innovations that are mainly US and international led to ensure fit with Regional Markets including tailoring wherever needed.
- Responsible for ensuring Stage Gate process governance is at the core of all project and coordinating with local marketing to ensure their engagement and buy in to all projects as well as bringing their projects to top management. (level of detail is closely linked to the project scope)
- Responsible for identifying, managing and leading local copacking and comanufacturing hubs for key focus markets; ancillary to that is identifying potential ingredient suppliers, and export distributors for our export markets mainly through online researches, trade reports and food exhibition networking.
- Responsible for building a liaison with international markets to ensure proper sharing of best practices and adoption and implementation, when relevant, the brand evolving strategy for respective brands that are under their custodianship.
- Responsible for developing the seasonal portfolio strategy for Regional Markets focused on key lead markets.
- Responsible for formulating the gifting strategy for Regional Markets focused on lead markets in key clusters.
- Successful launch of a 4 mio USD innovation across the global markets, namely in UK, Korea, KSA & UAE with minimal budget; responsible for the trade marketing plan development (along with the sales pitch) for this innovation's launch in liaison with respective distributor sales team, with instore activations at exclusive key retailers in KSA and UAE.

Reason for change: company restructure led to department redundancy.

Marketing Manager – Chocolates

Seville Products Ltd. – an Iffco Group company

Dubai, U.A.E.

August 2014 – September 2018

- Responsible for project management of a new innovation/renovation project in the group for their FMCG business: a gifting chocolate that then extended to a handmade proposition as well for their parlor business.
- Trade marketing responsibility in UAE for the gifting proposal mainly with lead key accounts.
- Part of a leadership team that developed the menu for expansion of the parlor into a bistro. Upon finalization, was responsible to identify suppliers for all new fresh ingredients required from fruits and vegetables, to pickled good, to cured meats and cheese, all the way to on the go refreshments.
- Responsible for managing the marketing for their parlor business for their F&B sector. This entailed working closely with the agency on developing their social media strategy – digital first – including content and posting, working closely with the sales team to identify different channel strategies and opportunities namely in Horeca, Schools, Farmer markets and parks. This was a two-pronged model of approaching identified relevant institutions, chefs and parks and assisting in their menus and thus incorporating ourselves in desserts or running small kiosks in their establishments.
- Responsible for leading, managing and supervising the confectionery stand in Gulfood exhibition for 2 years.
- In digital, we successfully reached with a 2 mio AED budget 0.5 mio followers in 6 months with high levels of engagement, with solely Facebook, Instagram and a landing page.

Reason for change: business consolidation and centralization for several departments across the 4 businesses)

Marketing Manager – Chocolates

Storck Middle East & Africa

Dubai, U.A.E.

May 2013 – June 2014

- Responsible for managing full portfolio for the Middle East and Africa region including Turkey, with commercial responsibility over Lebanon, Jordan, and Turkey.
- Responsible for development of the annual operating plan for the region, and translation to trade marketing activity calendar mainly in UAE, KSA, Kuwait, Lebanon and Jordan, where implementation along with distributors was to be monitored.
- Responsible for adapting and developing all local packaging designs, developing instore promotions, adjusting pricing strategy to local price points

in line with competitive monitoring, and identifying all further channel expansion strategies, all in line with international brand guidelines.

- Responsible for leading and managing the stand in ISM sweets exhibition in Germany and identifying potential leads for distributors and exporters in markets where we did not have partnerships.
- Marketing budget of 2 mio USD fully utilized in ATL TV campaign and with minimal BTL spend of less than 10% for the successful relaunch of Werther's Original (showing a 20% spike in instore sales figures over a 3 month period post which normalized at 5% above base). Our ATL budget despite being small was very well utilized and ensured a SOV that was much higher than our SOE and led to a 20% market value share increase post this campaign.

Reason for change: seeking more responsibilities and growth.

Marketing Manager – Chocolates

Seville Products Ltd. – an Iffco Group company

Dubai, U.A.E.

April 2011 – September 2012

- Responsible for developing, launching and managing the range of premium chocolates of the group to gain a footprint in the chocolate territory (entailed a lot of work with external consultants on developing chocolate making expertise and finalizing the product concepts; with research agencies to explore the consumer landscape and palate preferences; with QA department, supply chain, and R&D to develop the necessary SOPs for handling and transportation of the range being developed as highly heat sensitive; with trade marketing and sales development on training the sales team and merchandisers on handling said premium range vs. commodities; it also involved a lot of internal training for a mindset shift from trading to consumer marketing and from price cutting to devising a range with sufficient pull to justify a superior pricing strategy; working closely with creative agencies on packaging development and communication strategy to break through the clutter on shelf and in mind via all other media outlets...).
- Developing the regional expansion strategy and 5 year plan of the premium portfolio for roll out into export markets taking into account local specificities of each market and launch requirements in terms of both Capex (capacity constraints, format adaptations) as well as support needed (marketing spends as well as sales and distribution expenses from cold chain requirements all the way through to listing expenses).
- Developing and managing the ongoing day to day business of balance chocolate portfolio of mainstream products across all export markets.
- Sales and customer service responsibility over Europe and Oceania markets.
- Responsible for leading and managing the confectionery stand in the Gulfood exhibition, utilizing the venue to meet with our parnters in international markets on one side, and on the other side identifying potential distributors and opportunities in other markets.

Reason for change: family relocation.

Regional Development Manager

Food & Drug Corporation s.a.l.

Beirut, Lebanon

June 2010 – March 2011

- Responsible for managing the company's private label for canned goods throughout the value chain: sourcing down to distribution, while managing its profitability and sustainability in the volatile commodities market and ensuring tight annual contracts to the company's benefit.
- Responsible for leading and managing the brand stand for Gulfood exhibition as a potential for better understanding export opportunities and options along with international competition. It was also a platform to meet a lot of our international suppliers as well identify new supplier and categories to consider.
- Developing the long term brand building strategy for the local market including conducting marketing studies and analysis to optimize the portfolio and develop the long term innovation renovation pipeline and portfolio expansion into relevant subcategories.
- Developing the regional expansion strategy for the brand with a vision to establish it as a household staple across the Middle East.
- Managing the regional distributors selected with development of pricing and distribution strategies for each. (Penetration, productivity/velocity/strike rates, sales team routes etc...)
- Developing sustainable partnerships with multiple shortlisted suppliers for each item to ensure continuity, and standard quality receipt, as well as best market prices, while attempting to consolidate the sources.

Reason for change: career opportunity back in UAE.

NESTLÉ CAREER: *from November 2002 till January 2010, in multiple capacities as follows:*

Senior Confectionary Brand Manager

NESTLÉ Middle East

Dubai, U.A.E

2009 – January 2010

- Responsible for the establishment and launch of confectionery business in white spot countries. (Egypt, Libya, Iran)
- Responsible for setting the regional sales development strategies for the NEAR and Iran regions and developing all brand building and tactical sales activities with the country based managers.
- Responsible for the strategic and commercial management of confectionery business in white spot countries (Egypt, Libya, Iran).
- Responsible for conducting feasibility studies and devising a launch plan for confectionery business in Syria.

- Responsible for identifying, contracting and managing third party contract manufacturers (UAE and Jordan already operational from my previous assignment, Egypt and Iran in the development phase).
- Responsible for growing the portfolio and its profitability through identifying and managing new brand/product opportunities (innovations and renovations) for the region NEAR and Middle East.
- Responsible for allocating and managing the NEAR and Iran's annual operational budgets and profitability.

Business Development Project Manager

NESTLÉ Turkey

Istanbul, Turkey

2007 – March 2009

- Responsible for brand management of children's portfolio in confectionery.
- Responsible for identifying, contracting and managing a third party contract manufacturer for the launch of puddings as a new quick win opportunity to expand the categories in the company.
- Responsible for conducting a feasibility study and identifying relevance of launching a stand-alone business model for coffee machines. (entailed a lot of local marketing research to understand the stage of market development and consumer readiness for said initiative as the market is mainly a tea drinking market and thus barriers to entry are high despite the upcoming trend and popularity of drinking coffee as a Western influence)

Confectionary Brand Manager

NESTLÉ Middle East

Dubai, U.A.E

2005 - 2007

- Responsible for managing the supply, profitability, and brand image for Mackintosh's Quality Street in the Middle East.
- Responsible for understanding and anticipating the changing consumer trends in the Middle East landscape and accordingly developing the required short and long term plans and actions for the brand's sustainability and growth.
- Responsible for developing product/brand concepts to satisfy changing consumer needs.
- Responsible for developing the brand's long term market business strategy and its translation into annual operational objectives, strategies, tactics, and budgets.
- Responsible for liaising with our factories for locally relevant new product developments, taking into consideration the cost structure involved and any cost re-engineering initiatives needed.

- Responsible for developing a pricing structure for the brand in conjunction with the business analysts taking into account price elasticity and consumer's intention to buy at various price points as well as trade requirements for proper distribution, to ensure achievement of the targeted profitability.
- Responsible for developing the route to market strategies with the sales team, and regularly reviewing the brand's performance and setting corrective plans to address the gaps.
- Responsible for working with our partner creative agencies and media AOR to establish a fully integrated 360° communication plan that outlines the optimal path to purchase, relevant communication vehicle utilization, and brand activation activities at critical touch points to maximize impact of the campaign.

Budget was 4 mio AED across MENA region and our value shares increased between 3-5 percentage points in key markets and we regained leadership in Kuwait with a 7 point increase.

Confectionary Assistant Brand Manager

(brand manager responsibilities over a small portfolio)

NESTLÉ Middle East

Dubai, U.A.E

November 2002 - 2004

- Completed a three month's on the ground sales training in the UAE.
- Responsible for setting brand strategies and business plans, brand P&Ls, innovation and renovation, and brand communication and activation for the sugar and children/teen's confectionery portfolio in the Middle East, all with the challenge of a very limited budget.
- Responsible for developing a local third party contract manufacturer sourcing strategy to optimize the adverse foreign exchange market rates. (launched 3 new products from this source)

Reason for change: relocation to home country.

CORPORATE TRAINING

- Executive Strategic Leadership and Mobilizing People Simulation with Michael Kouly.
- Brand Engagement and Campaign Management.
- Network Organization Management with Larry Chao.
- Brand Communication with Lars Wallentin.
- Customer Management Best Practice. (advanced key accounts training)
- 7 Habits of Highly Effective People.
- Creative Problem Solving and Decision Making Techniques.
- Confectionary Seminar and Global Best Practice.
- Value-Chain and Profitability Management.
- Mind Mapping Techniques.
- MERIC Negotiation Skills.
- Shopper Insight Generation.
- Customer Management Best Practices for Marketers zone AOA.
- Personal Effectiveness Training.
- Consumer Insight Generation.
- Introduction to Sales and Marketing the NESTLÉ Way.
- Executive Course on Managing Financial Risk.

EDUCATION

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|-----------|--|-------------------|
| 1998–2002 | Notre Dame University | Kesrouan, Lebanon |
| | • B.B.A. (Bachelor of Business Administration with focus on marketing) | |
| | • Summa cum laude (2002 class valedictorian) | |
| 1995-1998 | Notre Dame de Louaizé | Beirut, Lebanon |
| | ▪ Lebanese Baccalaureate Program. | |

PERSONAL ACHIEVEMENTS

- General Khalil Kanaan Award for setting a record GPA in the history of NDU of 3.95/4.

LANGUAGES

- Arabic, English, French fluently written and spoken
- Czech fluently spoken
- Turkish and Spanish beginner

