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# ELIA G. HAJ ELIAS - MBA

## Personal Info:

Marital status: Married  
Nationality: Jordanian  
Date of Birth: 5th July 1983  
Place of Birth: Amman-Jordan  
Children: 2

## Languages

- Arabic: Native Speaker
- English: Advanced
- Romanian: Beginner

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Amman - Jordan

## Profile

During my 14 years of professional experience, I worked in marketing and communication management, product management, quality assurance, strategy formulation, in addition to the establishment and management of retail device sales departments. I managed the successful launch of over 30 products in different countries including Jordan, Lebanon, Palestine, and Syria. My yearly budget was between \$6 to \$10 million.

If there is something that I have learned during my years of experience it is that the pace of change in markets and customers' preferences is faster than ever, and becoming a quick adapter to change is becoming the most important competitive advantage for any successful company. I also have a strong conviction that a company's culture is one of its most important assets. Attracting, developing, and training the best talents was always a priority for me and instilling a culture of innovation, creativity and accepting mistakes was something I truly believed in.

## Experience

### Head of Lube Oils Marketing Department - Jordan Petroleum Refinery Company

#### Amman, Jordan - 09/2021-Present

- Responsible for achieving marketing department targets and managing the marketing department team of seven professionals, setting their KPIs and objectives.
- Responsible of over all business development of the product in the market.
- Setting the strategies and plans to increase the over all sales and gain more market share.
- Introduce change to the current work strategy to advance the brand image to the next level.
- Conduct market visits to customers to ensure top service and sales quality.
- Conduct training sessions for our various products to increase awareness of the product and the best suitable product for which situation.

### Marketing Director – Levant Region, Huawei.

#### Amman, Jordan – 01/2016–01/2020

##### Responsibilities & Achievements:

- Responsible for achieving marketing department targets and managing the marketing department team of seven professionals, setting their KPIs and objectives.
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- Developing the communication plan with media partners for the region for effective harmonious communication, including supplier handling for all media agencies, with follow up on execution, reports gathering and verification
  - Established multiple successful brand collaborations with KOL, and Media as well as creating several unique concept launch events.
  - Helped increase market share to over 45% becoming No. 1 mobile brand in Jordan.
  - Developing the quarterly marketing strategy and budget for the region.
  - Develop KPI and plans for all Marketing related aspects, including team KPI and targets.
  - Develop marketing strategies that increase sales and market share per country.
  - New Product Launch activities – development of launch assets, customer-facing retail and online, development of launch campaigns.
  - Tracking Business opportunities and out of the box ideas, Market Intelligence, competition landscape analysis, with plans to increase market share and return on investment.
  - Creative decision making for all artwork, branding, product placement, POSM, audio, and video.

#### **Device Sales and Marketing Manager – Levant Region, Huawei.**

**Amman, Jordan – 09/2013–01/2016**

Responsibilities & Achievements:

- Shifted Jordan Market sales from Organized Retail centric to Independent Retail centric creating a healthier tunnel of sales according to the market strategy.
  - Doubled the total sales in Jordan Market in Q4 2013 from the total achieved throughout the prior period.
  - Increased product Market Share from <1% to above 10% by 2015.
  - To establish and maintain the sales channel of handsets and achieve the revenue goal of handsets and terminal business in the region.
  - Established the Marketing department, for Levant region.
  - Facilitated the collaboration with all the carriers in the country.
  - Established Lebanon business from distributor choice to kick off of the first sale and marketing follow up.
  - Established Palestine business, and supply channel.
  - Placed the basic pricing schema for devices according to country.
  - Coordinate with Huawei partners and other opportunity partners across the region, and agree on targets and commitments from both sides to increase the brand's ability, sales, and market share.
  - Develop the GTM plan for products, and help in focusing on implementing the whole plan with a focus on hero products and creating hero products.
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- Responsible for business planning and execution, including organization structure design, partner selection, and cooperation policy design, product launch plan, MKT plan, etc...
  - Responsible for the relationship building and maintenance with main distributors, retailers, and operators in Levant Region.
  - Responsible for Increasing sell-through, sell in, and sell out in the Levant region, as well as open market customers.
  - To do market information analysis, marketing planning and budget allocation, coverage planning, and analysis as well as reporting.

#### **Senior Project Manager, Spring Technologies Ltd.**

**Amman, Jordan — 03/2010—09/2013**

As senior project manager I handle all the companies' projects from strategy to launch, including resource planning and operations, consultancy on improving business models, giving new ideas, consultancy on marketing and online presence, overall strategy of projects, monetization consultancy, system and business analysis, and research.

#### **Quality Assurance Team Lead, EastNets**

**Amman, Jordan — 10/2009—03/2010**

Handling the QA team and reporting to the QA manager, dividing tasks between the team members, and following up on their progress as well as devise best testing process per project and conduct the test automation on the projects, initiate training sessions and knowledge transfer, analyze requirements, establishing milestones, analyze and establish KPIs, review teamwork, handle communication, gather QA deliverables, standardize processes and templates.

#### **Senior QA and Automation Engineer, Orion Trade Soft**

**Amman, Jordan — 01/2008 — 09/2009**

Testing and analysis of back ground processes, web applications and desktop applications, establishing time plans, test cases, and test iteration cycles, preparing testing documentation, helping in establishment of QA Process in the company, participating in introducing automation to the current process, from automation study and analysis to implementation, giving strategic decisions on best ways to solve pending issues from business perspective and business requirements analysis.

#### **QA and Automation Engineer, Integrant Inc.**

**Amman, Jordan — 02/2006—12/2007**

Handle the project I'm assigned on by analyzing and documenting test cases against the requirements presented, and to administer the test cases and report the bugs and outcome of the testing, create automation scripts, report findings and progress.

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## **HONORS & AWARDS**

### **Huawei Most Valuable Employee**

Best Marketing Manager 2016 - MEA region

Date: Jan 2017

Issuer: Huawei Technologies

### **Huawei Future Star for 2015**

Commendation for good leadership and help of other colleagues, and setting a role model for others

Date: Jan 2016

Issuer: Huawei Technologies

### **Huawei Device Business Contribution Star**

Date: Dec 2014

Issuer: Huawei Technologies

## **Education**

### **University of California, Berkeley X**

California, USA - 2020.

Micro Masters in Marketing Analytics

### **New York Institute of Technology**

Amman, Jordan — 2009-2011

Masters in Business Administration

Degree Rating: Very Good (3.42 out of 4).

### **Jordan University**

Amman, Jordan — 2002-2006

Bachelors in Computer Information Systems

Degree Rating: Very Good (3.08 out of 4).

### **Terra Sancta College**

Amman, Jordan — 1987-2001

National High School Degree – Scientific Division

Degree Rating: 78.9

## **Certifications**

### **University of California, Berkeley X**

BUSADM466.4x: Marketing Analytics: Products, Distribution and Sales

Jun 2020

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### University of California, Berkeley X

BUSADM466.3x: Marketing Analytics: Competitive Analysis and Market Segmentation

Jun 2020

### University of California, Berkeley X

BUSADM466.2x: Marketing Analytics: Price and Promotion Analytics

Jul 2020

### University of California, Berkeley X

BUSADM466.1x: Marketing Analytics: Marketing Measurement Strategy

Jun 2020

### Skills

- Strategic Budgeting, Marketing budgeting, KPI listing, Marketing Planning, Market Analysis, Sales construction, Sell in planning, Sell out planning, GTM Planning, product training, KSP setting, PR Management.
- Business Development, Business Analysis, System Analysis, Requirements Analysis, Information Analysis, Information Architecture.
- Project Management, Project Planning, Requirements Gathering, Milestones Creation, Time Planning and Management.
- Resources Managements, Operation Management, Team Management, Client Management.
- Strategy Consulting, Social Media Strategy, Online and Offline Marketing Consultancy and Strategy, Mobile platforms Consultancy.
- Quality Assurance, Manual Testing, Automation Testing, Test Cases Creation, KPI Definition.
- Process Analysis, Process Standardization, Process Creation

### Languages

- Arabic: Native Speaker
- English: Advanced
- Romanian: Intermediate
- French: Beginner

### References

Available upon request.

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