

Leadership Coach • Business Consultant • Trade Marketing Leader • DE&I Advocate

*Dynamic business leader with 15 years of experience driving results, team growth, and inclusive workplaces.
I help individuals and businesses unlock potential through coaching, leadership, and strategic growth*

Career Transition & Executive Coaching
Strategic planning, analytical, data driven
Achiever and goal getter

Cross-functional Stakeholder Management
Business Transformation & Culture Change
Strong communication skills

PROFESSIONAL EXPERIENCE

Leadership & Business Coach
MyCoachElie.com

2024 - Present

Providing Leadership Coaching and DE&I speaking events and consultancy that goes beyond strategies.
Helping professionals navigate the inner and outer challenges that shape their careers and lives:

- Coached laid-off professionals to re-enter the workforce, resulting in **job placements** in 3 months
- Helped mid-level leaders develop **leadership skills** and strategic thinking, leading to promotions
- Guided clients through **life purpose work**, enabling job pivots aligned with their vision & values
- Delivered DEI workshops and talks fostering **belonging** and **engagement** across diverse teams
- Helped professionals build **confidence**, navigate transitions, and achieve **self-acceptance**

Trade Marketing Lead & Revenue Growth Management
Barilla, Toronto, Canada

2021 - 2025

Driving revenue growth by bridging Sales and Marketing functions to implement effective pricing, promotion, and trade strategies. Partnering with cross-functional teams to balance internal goals with external market demands. Key achievements:

- **Implemented a TPM tool**, cutting planning time by 30% and improving forecast accuracy
- Refined price-pack architecture with RGM, **boosting margins and trade spend efficiency**
- Built an ROI dashboard, **optimizing promo spend** and increasing revenue and profit
- Led price increases, protecting profitability with minimal impact on volume
- Supported Catelli **integration**, aligning teams and systems for smooth transition
- Led trade **budget planning**, optimizing multimillion-dollar spend across functions
- **Coached team** on trade strategy, improving skills and driving internal promotions
- Chaired an Employee Resource Group, boosting visibility and engagement

Senior Assistant Customer & Channel Development Manager
Unilever, Toronto, Canada

2020 - 2021

Managed a \$65M portfolio of Hair Care brands, overseeing pricing, promotional strategy, and trade budget optimization. Partnered with cross-functional teams to enhance go-to-market execution and deliver brand growth. Key achievements:

- Managed a **\$1M trade budget** across brands and customers, ensuring optimal spend allocation
- Developed **channel-specific pricing and promotional strategies**, driving revenue growth
- Successfully executed **40+ product launches and relaunches**, leveraging ROI and P&L insights
- Provided thought leadership in an **ERG**, supporting inclusion initiatives
- Fostering a culture of continuous learning

Senior Trade Marketing Analyst
Barilla, Toronto, Canada

2018 - 2020

Played a pivotal role in driving pricing, promotion, and trade spend strategies, while supporting M&A efforts for Tilda's integration at previously known Catelli company. Key achievements:

- Led the **M&A integration** of Tilda, a premium rice brand
- Defined and executed **pricing and promotion strategies** across multiple channels
- Improved sales and marketing alignment by creating execution fundamentals
- Streamlined **TPM and BI data management**, driving efficient trade promotion planning

National Customer Business Analyst
Ferrero, Toronto, Canada

2016 - 2018

Supported customer business teams in managing seasonal SKUs, trade promotions, and category strategies to drive growth across Canada. Key achievements:

- Contributed to a **+97% overachievement** in Seasonal SKU sales
- Developed sell-sheets that led to a **+94% increase in sales** for seasonal SKUs
- Delivered **category analysis and planogram recommendations**, resulting in key SKU listings
- Managed **Trade Promotion Management (TPM)** processes and cleared trade deductions

Project manager - Hospitality and F&B
Consultant - Hospitality and F&B
Hodema Consulting Services, Dubai, UAE

2016

2012 - 2015

Led a team of 3 analysts and 1 consultant. Promoted through a series of growing responsibilities based on strong financial, project management and team leadership performance. Key achievements:

- Developed and expanded hospitality businesses to global markets (i.e. www.yamanoteatelier.com)
- Revitalized businesses after evaluating their SOPs, SWOT, sales & marketing tactics
- Conceived and launched hospitality businesses
- **Coached and mentored** 4 team members resulting in the promotion of a Junior Analyst
- Exceptional customer service resulting in incremental sales to the business

Other Experiences

- Sales Analyst, British American Tobacco, Beirut, Lebanon, 2011–2012
- Account Executive, The Nielsen Company, Beirut, Lebanon, 2009–2011
- Market research analyst, GEM études et stratégies, Paris, France, 2008

EDUCATION & TRAINING

- **Associate Coaching Certificate, 2024**, Institute of Coaching, Co-Active Training Institute
- **e-Commerce Essentials, 2021**, Econsultancy - Unilever
- **M.Sc. Degree in Marketing, 2008**, Université des Sciences et Technologies de Lille, France
- **Spoken languages:** English, French and Arabic

SKILLS, HOBBIES & OTHER

- Proficient in Microsoft Office tools (Excel, PowerPoint, Word), NielsenIQ, SAP, TPM and Power BI
- Passion for traveling, discovering new cultures, sports, investments and personal development