

KARIM ALAYWAN

Commercial Intelligence - Analytics
- Sales

CONTACT

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LANGUAGES

English - French - Arabic
Native in all three

TECHNICAL SKILLS

Data & Automation

Python - SQL - n8n - REST APIs

Databases

PostgreSQL - Supabase - PostGIS -
MongoDB

BI & CRM

Power BI - Excel - Zoho CRM -
Salesforce

Analytics

Predictive Modeling - Statistical
Analysis - Data Pipelines

Commercial

B2B Sales - Lead Generation -
Negotiations - Market Research

EDUCATION

MSc Business Analytics

American University of Beirut

BBA - Business Info & Decision Systems

American University of Beirut

Commercially minded business analytics professional bridging sales execution, data, and automation. Hands-on across B2B business development, CRM, operations, and analytics, with a focus on turning fragmented market information into structured commercial decisions and measurable action.

WORK EXPERIENCE

Business Development Representative - Pik SAL

- ▶ Generate B2B opportunities across suppliers and business customers through company-provided and self-generated leads; conduct face-to-face meetings and present Pik's commercial offering.
- ▶ Manage prospecting, qualification, onboarding, follow-up, and pipeline updates in Zoho CRM across the sales cycle.
- ▶ Use territory planning and structured lead prioritization to support field execution across retail, HoReCa, pharmacies, and supplier segments.

Business Operations Analyst - *M2med* Sales - Ops - Analytics

- ▶ Operated across three functions simultaneously - leading sponsorship sales, managing event operations, and delivering data analytics - a hybrid role rare in the industry.
- ▶ Secured \$20K+ in sponsorship revenue through cold outreach, stakeholder negotiations, and deal structuring with regional partners.
- ▶ Designed and presented a MEMA 2025 analytics deck - dashboards analyzing past event KPIs, attendance trends, and success metrics - directly instrumental in winning the MEMA 2026 contract with AUB for the 2nd consecutive year.
- ▶ Built a cross-event data pipeline and Power BI dashboards tracking attendance, peak hours, and repeat participation; automated registration workflows in Python, eliminating manual bottlenecks.

Supply Chain & Healthcare Data Analyst - *AUB Medical Center*

- ▶ Automated a supply-analytics dashboard converting raw consumption data into weekly KPI trends and unit-level comparisons.
- ▶ Identified ordering non-compliance across departments; presented actionable findings to cross-functional stakeholders.

Founder & Data Analyst - *ClickCartlb*

- ▶ Built a full e-commerce platform with embedded analytics, A/B testing pipelines, and Excel-based sales forecast models.
- ▶ Boosted conversion rate by 20% through customer journey mapping, UX analysis, and data-backed iterative improvements.

Operations Data Analyst Intern - *Aramex Lebanon*

- ▶ Mapped operational data flows; built CRM dashboards for customer behavior tracking and lead monitoring across a global supply chain environment.

COMMERCIAL INTELLIGENCE

AI-Enabled Commercial Intelligence & Field Sales Decision Support System

- ▶ Built an end-to-end B2B prospecting and field-sales intelligence system using PostgreSQL, Supabase, PostGIS, n8n, Google Places API, SQL, REST APIs, and Google Sheets.
- ▶ Automated lead discovery, deduplication, CRM-safe synchronization, territory resolution, and ~300m micro-zone planning to convert market data into actionable field-sales decisions.

HONORS & CERTIFICATIONS

Dean's Honor List (AUB) - Qatar 'Education Above All' Scholarship - SULITEST Top 10% Worldwide (85/100) - Python Cert, Formatech (2022) - English C1, Formatech (2019)

