

John Antonios

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Certified Personal Branding Strategist - Coach / Executive Trainer / NLP Licensed Practitioner

TOP MANAGEMENT PROFESSIONAL

· Marketing & Personal Branding · Strategic Planning · Client Relationship Management

Proactive and creative marketing professional with a demonstrated record of achievement in conceiving and implementing ideas that fuel market place presence and drive revenue
Extensive business background in multi-cultural environments

Profile Summary

- An enterprising professional with over 10 years of cross-cultural experience in Personal Branding, Social Media Marketing, Business Planning, Customer Service and Brand Management
- Proactive and creative marketing professional with a demonstrated record of developing personal brands, creating social media marketing strategies and assisting clients to excel in their careers
- Expertise in directing organisations in visioning a marketing strategy, creating and positioning brands, determining strategic business direction and executing aggressive project plans
- Exceptionally well organized with a track record that demonstrates self motivation, creativity and initiative to achieve both corporate and personal goals
- Possesses strong communication, presentation and negotiation skills and ability to make strategic decisions and react rapidly in conditions of high competition

Core Competencies

Marketing Strategies & Campaigns	Management of New Initiatives	Budgeting & Forecasting
Brand Building and Management	Product Management	Organic Business Growth
Market Research	Strategic Partnerships	Client Engagement
Campaign / Event Management	Team Building & Leadership	Relationship Management

Work Experience

Mar'09 till Present as Certified Personal Branding Strategist with John Antonios Consultancy S.A.R.L., Lebanon (Private Business)

Significant Accomplishments:

- Established relationship with Influencers (Authors, Speakers, Coaches, Consultants, Executives, Politicians & Entrepreneurs) and assisted in:
 - Uncovering the unique value to the target audience
 - Developing a practical, distinctive way to express the personal brands online, resulting in the attraction of the right opportunities
- Successfully organised Personal Branding Workshops and conducted talks / lectures on:
 - Personal Branding: Stand Out, Stand For Something
 - Personal Branding: A Fulltime Lifetime Job
 - Personal Branding For Career Success
 - Personal Branding: Take Control of Your Legacy
- Efficiently handled clients like Microsoft Egypt, TEDx, Grenoble Graduate School of Business (France), American University of Cairo, Ahran Canadian University, Cairo University, Nebny Masr

Jan'10 – Jun'12 as Branding Strategist & Social Media Consultant with eBranding 360

- Acting Managing Partner of eBranding360
- Played a major role in conducting social media audits & trainings
- Facilitated personal brand set-up & coaching initiatives and product launches
- Essayed a stellar role in assisting brands in using the digital channels to engage with their clients and deliver on their promise of value

- Efficiently handled a dynamic team comprising of consortium of Marketing Consultants with different fields of expertise - covering all 360 degrees of the brand
- Actively involved in providing the client with a bigger think tank to support the brand's needs
- Successfully handled key clients like Amre Moussa - Presidential Candidate, Egypt 2012, Dr. Hani Sarie El Din - Chairman of Middle East Institute for Law & Development (MILD) & Baraka Optics

Mar'08 – Jan'10 as Head of Marketing - MEA Region with SUBWAY iFAF

- Established the base of sound business structure by implementing the policies/ procedures of SFAFT International
 - This included sound elections of Local Advisory Boards and Ad Reps
- Successfully convinced the Headquarters of the need to localize the creative side of the business to produce more relevant messages to cater to the region's need
- Played a major role in developing the marketing strategies on local & regional level for 18 countries, covering the Middle East & Africa region
- Successfully established the first regional advisory board for SUBWAY (for the Arabic speaking countries) and subsequently developed a regional marketing strategy to cater to that region.

Mar'07 – Mar'08 as Business Unit Manager with Gabriel Bocti, S.A.L., Lebanon

- Merit of restructuring the Marketing Department of Gabriel Bocti S.A.L
- Distinction of initiating the split in the portfolio, separating the Food from the Non-Food
- Acted as a Business Unit Manager for the Food Division (which represented 60% of the total revenue of the company) and led the complete restructuring project, including recruitment, job description assignment and reporting system
- Steered a wide gamut of activities like Strategic Planning, P&L analysis, Training, Recruitment & Assessment and Team Management

Apr'05 – Mar'07 as Brand Manager with ETS, Antoine Massoud, Lebanon

- Successfully handled brands like:
 - Kellogg's, which constitutes more than 30% of total company turnover
 - Bridel & Société Roquefort, which represent another 5%
- Played a significant role in increasing the PBO of Kellogg's from 22% to 25% in 2005
- Efficiently reduced the loss due to short life of dairy products of Bridel by managing inventory and ordering process / quantities, which led to an instant increase in PBO of 8 percentage pts
- Instrumental in adding 3 new brands (Vitrac, Hero, Riceland) to the portfolio in 2006
 - Managed 6 brands, which make up around 40% of the total company turnover
- Facilitated functions like Brand Analysis, Planning and Budgeting, Teamwork & Negotiation

Professional Certifications

- **Personal Branding Strategist** from REACH Communications Consulting
- **360 REACH Personal Assessment** from REACH Communications Consulting
- **NLP Licensed Practitioner** from Richard Bandler - NLP Life Training - London

Education

- Pursuing a **Doctorate in Business Administration (Personal Branding)** from Grenoble Ecole de Management - Grenoble Graduate School of Business
- **Diploma in Management Consulting** from Grenoble Graduate School of Business in 2010
- **Masters in International Business** from Grenoble Graduate School of Business in 2004
- **Bachelor Degree in Business Administration** from American University of Beirut in 2001

Personal Details

Contact Address : P.O Box 70-529, Antelias
 Date of Birth : 23rd Jan' 1980
 Languages Known : Arabic, English & French
 Nationality : Lebanese

Refer Annexure for Major Recommendations and Other Details

Annexure

Major Publications

• Embracing Twitter, January 2011

- Authors: John Antonios, Mohammed Al Tae, and Chris Garrett
- More than 30 advanced users tell all their secrets and best practices inside Embracing Twitter, the Free Twitter advice eBook for businesses and professionals

Recommendations

"John is an excellent tutor, i have learned alot from his experience as he is a well-oriented in Social Media & Personal Branding Management, he is a very loyal person to his work so he is a very professional and creative, i wish i could learn more from John later on."

— **Mohamed Mahmoud Ahmed**, Student Partner - Faculty of Computers & Information Science - Cairo University., Microsoft, was with another company when working with John at E-Branding 360

"thank you for such words you really changed my life :) & my goals"

— **Mohanad Mohamad**, Microsoft student partner, Microsoft, was with another company when working with John at own business

"john is such a great ...inspiring passionate person he affected my life much a lot I can't say more than thank you john"

— **Mohanad Mohamad**, citizenship member, Microsoft, worked indirectly for John at Microsoft

"How do I describe and recommend John? An enigma? a personality who is very loyal and trusting? He is an epitome of personality branding as you would wish and having worked with him on some consulting engagement at The Grenoble Graduate School of Business, I can say you should go in to work with John expecting the WOW factor to show itself If anyone has a WOW factor, John is the one!!! He is diligent in his approach to work and respects his colleagues in all aspects never leaving a job unfinished. Late hours and working very early were not challenges to John as he left many of us the group members in the Engagement wondering how he got his drive and energy. He played hard and worked hard John is a professional and cares about people he works with and I have no hesitation working with John again and neither do I hesitate in saying, he can do the Job!!!"

— **Augustine Entonu**, Student, Grenoble Ecole de Management - Grenoble Graduate School of Business, was with another company when working with John at John Antonios Consultancy s.a.r.l.

"John and myself were put in an international group of five. It was a week's course to learn about consultancy practice. John there immediately became a leader by his charisma and natural behavior. He was able to manage intercultural interferences ad hoc and thereby lifted the group's output to another level. All this was possible for him due to his high skills in marketing, especially brand marketing. The inflow of his knowledge was permanently on a professional level and inducted with sensitive speed of his temper. I can recommend John from my experiences. I wish him for his private and business life all the best."

— **Felix Kempf**, MBA Student, Oxford Brookes University, worked directly with John at John Antonios Consultancy s.a.r.l.

"As a client for one of John's consulting engagements, I found John to have a unique mix of creativity and structure; of strategic big picture thinking and persistence for implementation; of independence and of team collaboration; of the love to learn and the love to teach. If you are looking for presentations with flair and projects completed in a unique and exceptional manner, I highly recommend John for your next consulting project."

— **Sharon Crost**, Visiting Professor, Grenoble Ecole de Management, Grenoble Graduate School of Business, was with another company when working with John at John Antonios Consultancy s.a.r.l.

"The first thing I saw in John was a big smile, just a mere detail of the enthusiasm for his work. Then his passion took over and I saw John as everybody should, in the middle of a conversation about social media, his religion. I've got to say: So refreshing working with a free mind! I know our time working together was quick and painful :) but I'm sure our career will cross again and sparks of genius will most definitely fly! Take care J."

— **Karla bekhazi**, Senior art director, Impact BBDO, was a consultant or contractor to John at SUBWAY iFAF

"When it comes to advertising there are clients that understand the full spectrum of our work and there are a select few that just "get it". I am confident to say that Jon is one of those "get it" guys. He's in a league of his own when it comes Marketing communications. Jon fully comprehends today's online world, which is a breath of fresh air in a world still stuck using traditional media. Very recently, i had the pleasure of sharing some of our agency's creative work with him and he was quick to link our concepts with today's current online trends. Our conversation was effortless, but most of all, our thinking was creatively aligned. This man brings a deep passion for success roaring behind him and his dedication to anything he puts his hands on is quite evident upon working with him. I would highly recommend Jon for any type of marketing consultation and I truly do look forward to working with him in the near future. Although, our time was short together, it was good while it lasted. You know what they say, "All good things come to an end.""

— **Ali Mokdad**, Copywriter, Impact BBDO, was a consultant or contractor to John at SUBWAY iFAF

"John is so much fun to work with and his passion for work can only be equaled by his loyalty to his team. Working with John as a Team member brought out the best in me as I knew I would be challenged in ways I have never been before each day ran out. He is always looking for ways of changing for better and working with him on a consulting engagement did add value to my personal development. I have no hesitation whatsoever to work with John again should I have the opportunity and I recommend his services without any reservations. He is a Team player and essentially very creative"

— **Augustine Entonu**, Student, Grenoble Ecole de Management - Grenoble Graduate School of Business, studied with John at Grenoble Ecole de Management - Grenoble Graduate School of Business

"I had the opportunity to teach John at the Diploma in Management Consulting residency in Grenoble in February 2009 - he was a consummate team player and made many thoughtful contributions to both team assignments and his own individual paper. He has extensive international sales and marketing experience that will stand him in good stead as his career unfolds."

— **Mike Thompson**, Associate Professor, Management Consulting, Royal Roads University, taught John at Grenoble Ecole de Management - Grenoble Graduate School of Business