

# Rana Baydoun- Reckart

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## SUMMARY OF QUALIFICATIONS

I am an out-of-the-box thinker, goal-driven, and passionate about delivering consumer-led innovation to my customers and facilitating new opportunities in new markets. I thrive working with multicultural and inter-disciplinarian teams, across all food and beverage categories.

Author of the best-selling novel: The Elephant Tooth of '95, a story about resilience, culture and traditions of the Lebanese people.

## CORE COMPETENCIES

- Generator of profitable market growth
- Builder of long-term relationships with clients
- Advocate of Collaboration
- Proactive solution finder
- Multi-tasker
- Innovator

## PROFESSIONAL EXPERIENCE

### Senior Global Ecosystem Manager, Jun 2024 - Present

- Responsible for the Global Customer Experience strategy, and the relaunch of the SIG Incubator program.
- Driving new categories by creating new Food and Beverage concepts
- Driving innovation through partnering with Biotech solution providers

### Regional Category Manager SIG IMEA, Oct 2022, May 2024

- Innovation Center Leader
- Management of new categories
- Development and implementation of SIG's strategies and initiatives in the region.

### Sales Manager (KSA, Lebanon), Key Account Manager of Nestle ME, Symrise ME, Oct 2019- September 2022

- Managing a budget of more than 5MIL
- Managing top key accounts in the food & beverage industry in Lebanon / KSA
- Directing activities of Symrise distributors in Lebanon / KSA
- Aligning pricing strategies across region / customers
- Devising and implementing customer development strategies and market growth plans

### Marketing Manager, Symrise ME, July 2018- September 2019

- Developed in-depth understanding of key account customers, brand-insights and consumer trends
- Translated local consumer needs and global trends into successful new product concepts
- Prepared strategic market development plans to support Symrise's regional growth ambition
- Responsible for Symrise's participation at Gulfood Manufacturing
- Distinction award for Symrise's booth at the Gulfood 2019

Business Support Manager, Symrise ME, April 2017-June 2018

Food Consultant, January 2011 – March 2018

Traveled, studied, and started a family, May 2006 – December 2010

Area Sales Manager- Levant, Rudolf Wild GmbH & Co. KG, March 2003 – April 2006

## **EDUCATION**

MSc. Food Science, American University of Beirut 1995

BSc. Food Science, American University of Beirut 1993

Strategic Marketing Module1, PWC, Dubai 2019

## **OTHERS**

Citizenship: German

Languages: Fluent in English and Arabic, Fair in French and German

IT: Microsoft Office, SAP, PACE, EIS

Other Interests: Hiking, community work, art, **writing (Author of the best selling novel The Elephant Tooth of '95)**