



Matthew Najm

Food Technology Specialist, Bachelor of Science (BS)

WORK EXPERIENCE

TECHNICAL SALES MANAGER | Fadel Group | Beirut, Lebanon | Apr 2016 – Jun 2021

Technical Sales Manager – Human Nutrition & Health Department:

- Selling DSM (vitamins, carotenoids, nutraceuticals, premixes, cultures, bakery & beverages enzymes, personal care ingredients), Silesia Flavors, Givaudan Fragrances, Sensus Inulin Fibers, Pure Circle Stevia, Ingredient Starches, other food additives & ingredients
- Visit and support customers with detailed technical information
- Development of recipes: un-sweetened beverages & juices, flavored waters, carbonated energy drinks, beers, bakery & sweets, meat & poultry, chocolates – biscuits & wafers, dairy cheeses – yoghurts & milk, mayo-ketchup, instant puddings-drinks-custards-jellies, etc...
- Preparation of offers with detailed pricing structures, prices negotiations and payments collection
- Update of quarter sales plan and Market study on new products

SALES CONSULTANT | Boecker International SAL | Beirut, Lebanon | Mar 2015 - Apr 2016

- Selling food safety & biosecurity services and products
- Lead customers to choose the best suitable international food safety programs and tools for their premises
- Prospecting, arrange meetings on daily basis, close big deals & reach above high sales targets continuously
- Expert in QPA, HACCP & ISO 22000 food safety systems
- Launched a new biosecurity service which can be used in central kitchens, schools, hospitals, nurseries, etc...
- Created new sales closing techniques in the field of services business

FOOD TECHNOLOGIST & SALES CONSULTANT | Hoss-Food Offshore | Beirut, Lebanon | Nov 2010–Feb 2015

- Selling food ingredients, develop recipes for meat producers and schedule business visits to MENA region
- Technical consultant for functional ingredients, casings, flavors, marinates, etc...
- Conducting trials at the factories and after sales follow up
- Dealing with suppliers located in Germany, Belgium, Spain, Austria, UK and USA like: Viscofan, Red Arrow, Solina Group, Planet Pac, Trunature, Framarx, Poly-clip, Günther, Vemag, Laska, and Hollymatic...

SEMINARS, TRAININGS & EXHIBITIONS

TRAININGS | Fadel Group | Beirut, Lebanon | Apr 2016 – May 2019

- DSM Food Specialties Company (Spain, Sep 2016): Dairy Sensory training – Technology of unit cultures & cheese enzymes
- DSM Nutritional Products Europe Ltd Company (Russia, May 2017): Carotenoids for coloration / essential vitamins & minerals for functional foods, pharma, food supplements, babies & pregnant women
- Silesia Company (Germany, Jul 2017): Concentrated liquid & powder flavors composition, uses & sensory
- Givaudan Company (UAE, Feb 2018): Fragrances pyramids & ingredients composition - Applications of fabric softeners, powder detergents, APC, Shower gels, Shampoo, HLS, etc...
- Pure Circle Company (London, Apr 2018): Stevia training session & sensory evaluation of different high intensity sweeteners & flavors modulators
- DSM Nutritional Products Europe Ltd Company (Estonia, Sep 2018): Fortification of juices & building healthy life style with vitamins
- Sensus Company (Netherlands, Mar 2019): Inulin & Oligofructose compositions, uses & sensory
- Ingredient Company (UAE, Apr 2019): Capabilities of modified starches in bakery, dairy, sauces & salad dressings
- DSM Food Specialties Company (Lebanon, May 2019): Introduction to Yeast Extracts
- DSM Food Specialties Company (Netherlands, May 2019): Bakery Enzymes

TRAININGS | Boecker International SAL | Beirut, Lebanon | Apr 2015

L3 Intermediate HACCP (Hazard analysis and critical control points) award in intermediate HACCP

TRAININGS | Hoss-Food Offshore | Beirut, Lebanon | May 2011 – Jun 2014

- Red Arrow International Company (USA, Jun 2014): technology and application of natural liquid smoke flavorings
- Viscofan Company (Spain, May 2014): full use of the applications of artificial casings
- Dena Company, part of Solina Group, (Belgium, Nov 2013): functional ingredients, cheese applications and colorants
- Saveur Company, part of Solina Group, (France, Nov 2013): stocks, bouillons, seasonings and marinades
- Rejo Company, part of Solina Group, (Belgium, Nov 2013): meat selections, meat recipes and complete procedures
- Günther Company (Germany, Nov 2013): brine systems, tumblers, injectors and complete procedures

TRAINEE

- Trainee-Assistant to R&D Manager: Al Rabih, Sonaco Holding, Amchit, Lebanon, Oct 2010– Nov 2010
- Trainee-Assistant to Lab Supervisor: Bonjus, Fanar, Lebanon, Jul 2008– Aug 2008

LIST OF EXHIBITIONS

Horeca sponsor (2015), Garden show exhibitor (2015), IFFA (Frankfurt, Germany, May 2013), Gulfood (UAE, Feb 2012-2013-2017-218-2019-2020), IBA the World's Leading Trade Fair for Baking and Snack Industry (Germany, Sep 2018)

CONTACT INFO

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PERSONAL STATEMENT

Long experience in selling food ingredients to food manufacturers. Passionate about flavors and fragrances. A people's person with a high motivating spirit and communication skills. Aiming to accomplish and reach company's goals, and add value wherever I work.

EDUCATION

FOOD SCIENCE AND MANAGEMENT – BACHELOR OF SCIENCE

American University of Beirut (AUB)

Beirut | Lebanon

2006-2010

LEBANESE BACCALAUREATE SOCIAL AND ECONOMIC SCIENCE

College des Soeurs du Rosaire Matn | Lebanon

2003-2006

SKILLS

Fast Learner

Flavors & fragrances Expert

Strong Tasting buds

Leader

Hard worker

LANGUAGES

English

Arabic

French

NATIONALITY

Canadian