

JONATHAN SABBAAH

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CAREER PROFILE

Operations/Business Development Manager, leading startup co-founder, innate talent to achieve high-level customer satisfaction, business development, and marketing professional. Demonstrates an ability to expand existing business opportunities using strategic marketing and efficient software testing. Experienced in coordinating teams to create and execute revenue-generating campaigns and increase ease-of-use.

SKILLS

- ▶ Sales Presentations
- ▶ Product Positioning
- ▶ Integrated Marketing Campaigns
- ▶ Strategic Thinker
- ▶ Team Builder
- ▶ Fluent in French, English

PROFESSIONAL EXPERIENCE

VP, Operations & Business Development
OPTIKAM TECH INC., Montreal, QC

2006 – Present

Co-founded a startup that became the world leader in optical dispensary solutions, with an emphasis on Electronic Centration.

The measurement solution has over 10,000 deployed installations worldwide, including: Lens Crafters (1000+ stores, USA); Grand Vision (500+ stores, France); OPSM (300+ stores, Australia & China); 5,000 Independents worldwide.

Business Development: Continually seeking to establish new representatives and distributors in domestic and foreign markets, with a focus on customizable enhancements.

Account Management/Customer Support: Consulting liaison between clients and engineering team to develop and optimize customized software solutions. Continued maintenance through follow up calls, resolving minor issues and presence at tradeshow.

Marketing: Developed customized marketing concepts for online campaigns, enabling an increase in customer base. Arranged product placement at small and mid-sized accounts.

Trainings: Conducted online and on-site trainings, assisted in creating written and digital materials. Attended HOYA (top 5 lens manufacturer) local and national events in US & Canada to provide OptikamPad training and certification to 80+ reps. Initiated Lens Crafters' Accufit training rollout for 300+ regional and territory managers.

Software Testing: Lead App Software tester, focusing on front-end, assisting in GUI design. Developed test case suites and protocols to ensure successful, bug-free release of software on the App store. Additional hardware testing as needed.

EDUCATION

Bachelor of Computer Engineering Concordia University, 2006