

Yassine Baadi

I am a results-driven versatile Business Development Manager with a strong network of key players in the MENA region. My expertise lies in identifying new business opportunities, building and maintaining long-lasting relationships with clients and partners, negotiating deals, and developing strategies to increase market share. I have a proven track record in sales, account, and project management. Being previously an Aviation Professional, I possess exceptional communication and organization skills, and I am comfortable with complex concepts and problem-solving. My creative and strategic thinking skills, combined with my determination, always helped me achieve my employer's goals. I am a fast self-learner and can adapt to different situations in different industries in a quick time.

EDUCATION

2016-2019

Bristol GS - Bartolini Air

Bachelor in aviation
Airlines Transport Pilot License

2016-2017

New Cag Academy

Private Pilot Licence

2006-2009





IFA-PME Belgium

Business Management and
Administration

SKILLS

- Sales and marketing
- Account and project management
- Networking
- Lead generation
- Decision making
- Negotiation
- Problem solving
- Detail oriented
- Creative
- Microsoft and Apple suite
- Adobe Illustrator and Canva
- Social media management

LANGUAGES

English 
French 
Arabic 
Dutch 

INTERESTS

Travelling, golf, new technologies and music

CONTACTS

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LinkedIn

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WORK EXPERIENCE

2020-Present **Acanto Advertising Dubai (UAE) and Pesaro (Italy)**

Business Development Manager - Project Manager

- Successfully generated sales and projects with key industrial players in UAE, such as Naffco, Nexans, Emaar, JBS, and Rak Ceramics,...
- Identify and generate new business leads through networking, research, and other creative means
- Build and maintain relationships with key decision-makers
- Create and deliver persuasive presentations and proposals to potential clients
- Develop and implement strategies to increase agency revenue
- Negotiate contract terms with clients and communication with stakeholders
- Attend industry events and conferences to stay current on industry trends and build relationships with potential clients
- Collaborate with internal teams to ensure the successful execution of new business opportunities
- Track and report on the progress of business development efforts
- Account and project management

2010-2020 **Lufthansa Group - Brussels Airlines Zaventem (Belgium)**

Ground Operation Supervisor - Outstation Training Officer

- End-to-end responsibility to control and evaluate the performance of the handling agents and ensure the follow-up of safe and efficient operations
- Gathering and follow-up of relevant data linked to the SLA as specified between carrier and handler covering different aspects of the ramp operations in coordination with the OCC Department
- Proved successful working within tight deadlines and fast-paced atmosphere
- Actively propose implementation of ongoing improvements and suggest optimizations to increase operational performance
- Control the different handling partners based on a quality checklist on the required key performance fields being Quality, efficiency and safety aspects
- Drove operational improvements which resulted in savings and improved profit margins
- Planned and deployed training programs for procedures and activities in out-station around Europe
- Implement safety training programs for ground staff at outstation locations around Europe
- Conduct regular safety training sessions for employees, ensuring that all participants are fully engaged and understand the material
- Monitor compliance with safety policies and procedures at outstation locations, identifying and addressing any issues or concerns
- Provide ongoing support and coaching to employees, helping them to improve their safety skills and knowledge
- Work closely with the safety team at the main office to ensure consistency in safety training and procedures

2009-2010 **Lufthansa Group - Brussels Airlines Zaventem (Belgium)**

Ground Transport Dispatcher

- Coordinate and schedule ground transportation for the crew
- Communicate with other departments to ensure efficient and timely transportation
- Monitor and track transportation vehicles and ensure they are properly maintained and serviced
- Respond to transportation requests and make adjustments as necessary
- Ensure compliance with all safety and regulatory requirements
- Keep accurate records of transportation schedules and activities

2017-2019 **KissLandingParty Zaventem (Belgium)**

Event Organizer and Owner

2014-2015 **Groupon Belgium Brussels (Belgium)**

Customer Services Coordinator

2008-2010 **Brussels South Karting Frasne (Belgium)**

Instructor