

HANI RAYDAN

Business Builder | Strategic Growth Driver | Chief Business Development Officer | MBA

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PROFESSIONAL SUMMARY

Seasoned Business Development Executive with over 25 years of leadership experience across the Saudi and Lebanese markets, recognized for driving sustained revenue growth, forging high-impact strategic partnerships, and elevating operational performance.

Demonstrated success in scaling business revenue from \$2.5M to \$7.5M and leading financial turnaround efforts transforming a negative (-5M SAR) position to breakeven in a year through strategic planning and cross-functional team leadership in high-growth environments.

Expert in spearheading digital transformation initiatives, sales optimization, market intelligence, client lifecycle management, and complex negotiations. A multilingual professional with deep cultural fluency and a proven ability to cultivate strong relationships in both regional and international markets, consistently delivering measurable value across diverse industries.

CORE COMPETENCIES

- Strategic Business Planning & Execution
- Revenue Growth & Sales Leadership
- GCC Market Expansion Strategies
- CRM, Client Acquisition & Retention
- Strategic Partnerships & Alliances
- Operational Efficiency & SOP Development
- High-Value Deal Negotiation & Closure
- Team Building, Training & Mentorship
- Digital Transformation & Tech-Driven Sales

PROFESSIONAL EXPERIENCE

Digi Web LLC – Riyadh, Saudi Arabia

Chief Business Development Officer (*Sept 2024 – Present*)

Designed and led go-to-market strategies for digital transformation and blockchain solutions.

- Formed strategic alliances with private sector organizations to accelerate regional expansion.
- Conducted competitive market analysis to identify growth opportunities and drive informed decision-making.
- Oversaw key account management, client retention, and long-term engagement strategies.

Four Seas Holding Company – Riyadh, Saudi Arabia

Business Development Director (*Oct 2021 – Aug 2024*)

The Fitness Company (Vitality Fitness Clubs)

- Spearheaded merger process preparation and stakeholder documentation.
- Led private placement funding and loan acquisition initiatives.
- Boosted annual revenue by 25%+ by developing new business streams.
- Implemented SOPs, revamped commission structure, and developed detailed JDs for all departments.
- Developed an AI-powered chatbot for front office automation and increased operational efficiency.
- Trained and mentored club managers and front-line sales personnel.

The Healthy Food Company – Riyadh, Saudi Arabia

Operational, Managerial & Financial Development Consultant

- Conducted gap analysis and developed a robust business plan for company turnaround.
- Launched new product development roadmap with financial projections.
- Increased company revenue by 35% and enhanced market valuation by over 30%.
- Recruited and onboarded key operational leadership to drive growth.

Project Contributions (Consultancy Roles)

- Created investor pitch decks and business profiles for Narjes Wellness Park and The Green Circle (8-companies consolidation).
- Developed business plans for an investment bank and a wellness-focused mobile app.

C Square – Lebanon

Managing Director & Founder (*Sep 2014 – Aug 2021*)

- Built a sweet treats and coffee shop concept from scratch to profitable operations.
- Managed operations, marketing, budgeting, and hiring process.
- Led end-to-end business development and customer service strategy.

Mediphar Labs – Lebanon

Sales Manager (*Oct 2009 – Sep 2014*)

- Achieved 300% revenue growth, from \$2.5M to \$7.5M in 5 years.
- Strengthened customer loyalty and introduced new products into competitive markets.
- Designed and executed targeted marketing strategies that boosted brand recognition.

Medical Sales Representative (*Sep 2004 – Sep 2009*)

- Conducted 300+ monthly doctor visits, promoting medical products and supervising sales reps.

Bella Pharma – Lebanon

Medical Sales Representative (*Jan 2002 – Aug 2003*)

- Built strong relationships with pharmacies and physicians to increase market penetration.

EDUCATION

Executive MBA – Strategic Management

American International Theism University (*2023 – 2024*)

Bachelor of Business Administration (BBA)

Lebanese University, Lebanon (*1998 – 2003*)

CERTIFICATIONS

- [Generative AI for Business Leaders](#)
- [Communication Skills for Modern Management](#)
- [Developing Your Emotional Intelligence](#)
- [How to Think Strategically](#)
- [Human Leadership](#)
- [Leading and Motivating People with Different Personalities](#)
- [Leading with Stability during Times of Change and Disruption](#)
- [LinkedIn Learning Human Skills for Managers Professional Certificate](#)
- [Quick Scripts for Difficult Conversations](#)
- [Talking About Mental Health as a Leader](#)
- [Why Trust Matters with Rachel Botsman](#)
- [Project Initiation: Starting a Successful Project](#)
- [Foundations of Project Management](#)
- [Business Sustainability in the Circular Economy](#)

LANGUAGES

- Arabic: Native
- English: Fluent
- French: Elementary