

## CONTACT

Breda, Netherlands

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## LANGUAGES

**Arabic** · native

**French** · fluent, professional

**English** · fluent, professional

## MARKETING & BRAND

Brand stewardship & guidelines

Campaign planning & ATL/BTL

Product launches & market entry

Sales enablement & pitch decks

Agency & supplier management

Corporate storytelling

Marketing budgets & ROI analysis

## COMMERCIAL

P&L ownership

Go-to-market & market entry

Partnership structuring

Team leadership

Board & investor reporting

## TOOLS

PowerPoint, Word, Excel

Canva

CRM platforms

AI writing & design tools

## GEOGRAPHIES

Mali & francophone West Africa ·

Lebanon & the Levant · Netherlands ·

Italy · France

# Andrew Abi Khalil

Commercial and general management · brand, marketing and go-to-market across renewable energy and consumer brands

Nine years of commercial, brand and general management across West Africa and the Levant. I have owned brand portfolios and campaign budgets inside a USD 1bn consumer group, run a solar distributor as CEO, and now lead go-to-market across 15+ countries in Central and West Africa. I build the positioning, content and sales materials that turn technical energy propositions into demand, in markets where nothing is off the shelf.

## EXPERIENCE

- Business Development Manager, Central & West Africa** Mar 2026 – present  
**SPARK · Breda, Netherlands**
  - Own the commercial pipeline for the sustainable-energy portfolio across more than 15 countries, from country go-to-market strategy and positioning through origination, structuring and negotiation.
  - Build the pitch decks, sector presentations and proposal materials used with governments, development finance institutions and commercial clients.
  - Negotiate distribution and financing partnerships with distributors, banks and microfinance institutions to make solar systems affordable at the last mile.
- Unit Manager, Fragrances Division** Sep 2024 – Mar 2026  
**Fattal Group · Beirut, Lebanon**
  - Held full P&L for a USD 12M annual portfolio inside a USD 1bn group (since acquired by CMA CGM), through Lebanon's currency and demand collapse.
  - Negotiated terms and secured marketing investment from global principals in a market most had de-prioritised, then directed launches and seasonal campaigns end to end with supply chain and key retail partners.
- Chief Executive Officer** Sep 2022 – Jun 2024  
**Energy+ Mali (d.light distributor) · Bamako, Mali**
  - Led the turnaround of a solar-home-system distributor serving rural off-grid Mali, resetting strategy, channel model and cost base, with 40 permanent staff and 80+ commission-based agents.
  - Owned the brand and customer-facing communications of the business: field marketing, agent and retailer materials, product messaging and after-sales promises in local markets.
  - Piloted productive-use equipment beyond lighting, notably solar freezers for rural retailers and produce traders, testing payback, financing terms and after-sales where there is no grid refrigeration.

# Andrew Abi Khalil

Curriculum vitae, page two

## EDUCATION

### Polimoda, Florence

Master's, Luxury Business  
2015

### NEOMA Business School

Erasmus exchange semester,  
Finance  
2013 · France

### Holy Spirit University of Kaslik

BA, Finance  
2010 – 2013 · Lebanon

## WHAT I BRING

A commercial leader who combines international brand management with hands-on general management in emerging markets. I shape positioning, lead go-to-market execution and discuss unit economics, distribution and financing with commercial partners and investors.

## EXPERIENCE CONTINUED

### Commercial Director

Nov 2021 – Oct 2022

#### Omnium Invest SA · Bamako, Mali

- Set and executed commercial strategy for the battery, insecticide and tea portfolios in a price-sensitive, informal-heavy Malian market.
- Ran market studies and customer segmentation, and built the business plans that framed expansion decisions, then owned the targets, budgets and performance reporting behind them.
- Built and managed the distributor and retailer network, and led cross-functional delivery with marketing, sales and customer service.

### Brand Manager, Beauty & Fashion Division

Jan 2017 – Nov 2021

#### Fattal Group · Beirut, Lebanon

- Owned annual marketing plans and budgets for a portfolio of international watch, jewellery and accessories brands, from forecasting through ATL/BTL execution.
- Ran launches and seasonal campaigns across retail, press and online, holding every asset to the principals' brand guidelines and approval processes.
- Briefed and managed agencies, designers, photographers and event suppliers, and produced the point-of-sale, digital and trade materials behind each campaign.
- Analysed sell-through, competitor moves and campaign ROI, and reallocated spend accordingly.

## SELECTED EXPOSURE

### Brand & campaign

International principals' brand guidelines, launch campaigns, ATL/BTL, retail and event execution.

### B2B & institutional

Pitch decks, proposals and sector materials for governments, DFIs, lenders and enterprise clients.

### Energy access & productive use

Pico-solar and SHS distribution, solar freezers and other PUE appliances, PAYGo and cash channels.

### Multi-market delivery

Coordinating central strategy with country teams, distributors and agencies across Africa and the Levant.