



## BASSAM K BINNI

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## EXECUTIVE PROFILE

Dynamic, innovative, results-oriented global executive with a strong track record of driving market share, revenue and profit growth in high-paced organizations. Strong domestic and international experience in Business Development, Sales/Marketing and Financial Management.

## CONSISTENTLY DRIVING GROWTH

### ACHIEVEMENT

- Pioneered "Vision Planning", resulting in an increase in Global market share.
- Led key profitable acquisitions.
- Modernize core products.
- Global expansion strategy.
- Advanced international payment methods (LCs).
- Reduced manufacturing cost through business process improvement programs.
- Enhanced global market participation.

### ATTRIBUTES & VALUE- ADD

- Recognized for developing and executing strategic business, marketing and financial plans.
- Strong asset management and financial planning.
- Highly adept to entering new industries/markets.
- Accomplished in product development.
- Sales & Marketing leadership.
- Cross-functional team builder, leader, & trainer.
- Exceptional negotiations skills.
- Exceptional presentation & communication skills.
- Organize/optimize customer relations through CRM software.
- tri-lingual: Fluent in Arabic, English, advanced Spanish.

## DIVERSE EXPERIENCE

### PROFICIENCY & FUNCTIONS

- C-Level Executive - Strategy, EBITDA management.
- Global sales team and customer service development.
- Business & product development.
- Global operations management.
- Effective projections plans & competitive analysis.
- M&A - Proficient in mergers, acquisitions, contract manufacturing, business integration, and technology JVs.
- Analysis - Critical & analytical thinking.

### INDUSTRIES SERVED

- Air-conditioning
- Energy & Power
- Medical
- Monitoring
- Oil & Gas
- Process Controls
- Refrigeration

## POSITIONS

- President, Innovativz Inc.
- Director of International Sales, Ward Leonard CT, LLC.
- Vice President of Sales & Marketing, Aerovox Corp.
- President/CEO, Intertech Controls Inc.
- Vice President of International Sales/Marketing, Watsco Components Inc.
- International Sales Manager - Emerson Climate Technologies (Copeland).

## EDUCATION / PROFESSIONAL DEVELOPMENT

- University of Toledo - Bachelor of Business Administration, International Business & Finance.
- World Trade Institute - Global financing, Import/Export letters of credit, collection, and documentations.
- Material & Operations.
- Counselor sales & negotiations.
- ULTRA Strategy, US patent and trademark, developer/owner of global business strategies and market approach.
- VERCAMED "Sensick" medical device, US patent and trademark, developer of an Infrared Body Temperature Detector System allowing access to public places based on body temperature.
- Personal Brand, Worldwide Branding (executives, professionals and entrepreneurs).
- Business process improvement leadership.