



SOLANGE TAOUKJIAN – The Creative Enabler

Manager
Marketing & Sales Enablement

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Immersed in the world of sales & marketing, Solange Taoukjian is an experienced digital innovator with over 15 years of extensive know-how that spans across integrated communications and marketing solutions, technology development for sales and marketing digital transformation, and development of marketing enablers for all services through Marketing & Sales Enablement Consultancy.

« I enable and empower companies with the right cross-functional marketing & communication tools and digital technologies to successfully market products & services, improve sales efficiency, and attract & communicate with target audiences. I focus on creating synergies between marketing & sales for improved customer performance & satisfaction. »

With experience in setting-up and launching a startup marketing and technology agency, as well as serving SMEs and multinationals for over 15 years, I understand the pain points of customers and provide the right tools and technologies to enable bridging the gap between sales and marketing and enhancing performance.

My experience over the years has driven me to where I am today, committed to enabling sales and marketing teams to go above and beyond. I am dedicated to empowering companies with the content, training, knowledge, tools & technologies throughout the sales process, and analytics for performance and successful sales conversations.

ABOUT SOLANGE

Solange started her career at INDEVCO as a Web Developer in 2004 and grew to become the Manager of the Online Communications Unit, which later became known as the Marketing Production Unit after the unit began offline marketing as well. In 2015, Solange founded Mediapak B2B, a marketing and advertising media agency with main objective to equip her team with the tools and expertise to attract customers, establish quality standards and meet customer requirements. Solange’s experience spans across executing integrated marketing and communications campaigns to developing digital transformation tools, such as sales enablement platforms, digital asset management systems, workflow process automation, content management systems, mobile apps, customer relationship management tools, help desk solutions, project management tools, to intranets.

In 2019, inspired by change and value creation, Solange transformed her services, building on the 15+ years of experience to develop a marketing and sales enablement framework offering consultancy services to enterprises who wish to accelerate their business and developing the right tools to be able to sell more efficiently.

QUALIFICATIONS

Education

BSc in Computer Science, Notre Dame University – Louaize (NDU), Lebanon, 2006

Professional Certifications

Certificate in Digital Strategies for Business: Leading the Next-Generation Enterprise, Columbia Business School, USA, 2018

Certificate in Digital Transformation: Platform Strategies for Success, MIT Sloan Executive Education, USA, 2018

Inbound Marketing Certification, HubSpot Academy, 2010

EXPERTISE

Sales Enablement Strategy & Execution

B2B Brand Concepts Creating & Execution

Marketing Technologies

Strategic Digital Marketing

B2B Data Analytics

Customer Relationship Management

Digital Asset Management Systems

Content Management Systems

Integrated Marketing Campaigns Strategy Planning & Execution

Inbound Marketing

Digital Transformation Strategies & Technology Mapping

Advertising & Marketing

E-Commerce

Leadership & Mentoring