



MAYA KHALIFEH – The Optimistic Strategist

Principal, Sales

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Maya Khalifeh is an award-winning, Certified Customer Experience Professional and seasoned expert, with over 15 years’ experience in setting strategies and systems that empower clients to elevate customer experience and build long-term strategic partnerships. In 2020, Maya was named Customer Experience Professional of the Year by the Gulf Customer Experience Awards. By nature, she sees the best in every situation, transforming every obstacle into an opportunity with her optimistic and forward-thinking approach.

“I help companies improve business results by becoming more customer-centric and breaking down silos to set a comprehensive and unified approach to enhance customer experience.”

Early in my career, I built thorough expertise in setting up B2B Lead Generation mechanisms, systems, and processes. This experience ignited my passion for customer experience, going beyond generating leads to creating partners. My job has given me the opportunity to help companies grow sales by setting up and implementing customer experience management strategies, systems, and programs.

ABOUT MAYA

Maya has worked with a multitude of businesses ranging from packaging manufacturers to producers of fast moving consumer goods in Egypt, Lebanon, Saudi Arabia, the United Arab Emirates, United Kingdom and United States. Her expansive experience ranges from lead generation to online marketing to customer experience management.

Maya’s journey began in 2004 as Lead Generation Manager. She introduced and fine-tuned the online lead generation mechanism in over 30 companies worldwide. For over 10 years, Maya leveraged online tools and launched successful lead nurturing programs and integrated marketing campaigns to attract leads and create sales opportunities. Through her experience, Maya realized the real key to business success lies in elating your customer to build loyalty, trust, and partnerships through devotion to excellence.

Today, Maya develops strategic customer partnership programs, active customer retention programs, and customer divestment strategies. She helps businesses classify and categorize customers and nurture customers from one tier to another, as well as leverage digital transformation to retain customers.

QUALIFICATIONS

Education

Executive MBA - Dual Degree, ESA Business School Lebanon and ESCP Europe, 2016

BBA in International Business Management, Notre Dame University Louaize (NDU), Lebanon, 2004

Professional Certifications

Certificate in Digital Transformation, University of Virginia & Boston Consulting Group, 2020

Certified Customer Experience Professional (CCXP), 2019

Certificate in Negotiations and Influence, MIT Sloan Business School, 2018

Certificate in Strategic Account Management, Marcus Evans, Spain, 2017

Certificate in Customer Advisory Board Facilitation and Management, Ignite Advisory Group, USA, 2017

Global Customer Experience Management Certification Program, GoCEM, UAE, 2015

Inbound Marketing Certified Professional, Hubspot, 2009

EXPERTISE

Customer Experience Strategy

Customer Experience Framework Development And Execution

Voice Of Customer Program

Master Data Management

Strategic Account Management

Lead Generation

Online Advertising

B2B Integrated Marketing Campaigns

Customer Segmentation