



**MAYA KHALIFEH – The Optimistic Strategist**

Principal  
Customer Experience & Retention Strategies



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*Maya Khalifeh is an award-winning, Certified Customer Experience Professional with over 15 years of experience. She heads INDEVCO Consultancy - Sales and played a fundamental role in launching the consultancy pillar. She manages key customer relationships and is dedicated to finding companies in need, matching them with the right consultancy services, and building strong and fruitful partnerships with clients through superior customer experience.*

*“ I am determined to find organizations in need of INDEVCO Consultancy services to help them set and achieve ambitious business targets. My mission is to help guide your consultancy journey from analyzing your objectives, troubleshooting your organizational gaps, identifying your needs, and matching you with the right INDEVCO Consultancy services. ”*

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. I am focused on ensuring that our clients receive the highest level of consultancy services and that their experiences with INDEVCO Consultancy are pivotal in their business success.

I am focused on elating customers and will manage key customer relationships to nurture long-term fruitful partnerships. Not only will I work directly with you to ensure your experience with INDEVCO Consultancy is smooth and exceeds expectations, but I will also work with our consultancy service departments to keep them in tune with your needs and up-to-date with international, innovative, and efficient best practices.

**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.

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. Today, Maya has leveraged her expertise to help found INDEVCO Consultancy, a new pillar built on the successes, decades of experience, and thorough knowledge of INDEVCO executives. In addition to providing customer experience management consultancy services, she manages relationship building with INDEVCO Consultancy clients to build long-term partnerships. By working closely with clients, Maya will drive consultancy program development and orchestrate projects that involve multiple service units to offer a holistic and superior level of service.

**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**

B2B Integrated Marketing Campaigns

Customer Experience Framework Development & Execution

Customer Experience Strategy

Customer Segmentation

Lead Generation

Master Data Management

Online Advertising

Strategic Account Management

Voice of Customer Program