



**SOLANGE TAOUKJIAN – The Creative Enabler**

Principal  
Marketing & Sales Enablement



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*Solange Taoukjian is an experienced digital innovator with over 15 years of extensive know-how in integrated communications and digital sales and marketing solutions. Among the key consultants to help found the INDEVCO Consultancy pillar, Solange was essential to setting the foundation and digital infrastructure to effectively leverage consultant know-how to best serve clients. She is responsible for the INDEVCO Consultancy marketing and sales enablement program and development of marketing enablers for all services, focused on empowering consultants with the transformational and strategic solutions to provide superior service.*

*« I enable and empower INDEVCO consultants with the right cross-functional tools and digital technologies to effectively communicate with and serve clients. I focus on creating synergies between marketing and sales for improved performance and client satisfaction. I believe in the critical role INDEVCO Consultancy can play in helping other organizations focus on their core competencies while trusting our consultants to help pave their way for business success. »*

I helped establish the foundations of the INDEVCO Consultancy pillar and am committed and convinced in the value our experienced consultants have to offer other organizations. With over 15 years of experience in the field, I understand pain points and as such ensure our consultants use the right tools and technologies to best communicate with you, understand your needs, and to enhance consultancy services. I am focused on business enablement and empowering our consultants with the needed content, training, knowledge, tools and technologies throughout the sales process. We will go above and beyond to best serve you.

**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 that handled group level communications and digital marketing. 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. She also was pivotal to successfully launching the entire INDEVCO Consultancy pillar, ensuring flawless execution of marketing communication tools and materials. As Marketing Principal, Solange works to develop and provide INDEVCO Consultants with the right sales and marketing communication materials and digital tools.

**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**

B2B Brand Concepts Creation & Execution

B2B Data Analytics

Customer Relationship Management

Content Management Systems

Digital Asset Management Systems

Digital Transformation Strategies & Technology Mapping

E-Commerce

Inbound Marketing

Integrated Marketing Campaigns Strategy Planning & Execution

Marketing & Advertising

Marketing Technologies

Strategic Digital Marketing

Sales Enablement Strategy & Execution