

Diaa Fayyad

Founder, ScaleForgeIQ | Strategic Manager | Sales & Customer Experience

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PROFESSIONAL SUMMARY

Founder of ScaleForgeIQ, a business growth company helping businesses grow through services, system development, and marketing. Business Information Systems student and Strategic Manager at Dalas Company with a proven sales record: over \$100,000 in monthly sales, 97% customer satisfaction, and a 61% increase in average cart value. Combines analytical thinking, CRM and data skills, and consultative selling with bilingual communication (English and Arabic, C2) to turn business needs into practical growth strategies.

PROFESSIONAL EXPERIENCE

Founder – ScaleForgeIQ

Present

Business growth company

- Founded and lead a business growth company offering services, system development, and marketing solutions.
- Apply business analysis and consultative selling to understand client needs and identify growth opportunities.
- Oversee brand positioning, client relationships, and service delivery.

Strategic Manager – Dalas Company

Present

- Support company strategy, planning, and decision making through business analysis and reporting.
- Identify process improvements and growth opportunities, working with stakeholders across the organization.
- Use CRM systems and analytical tools to evaluate operational performance.

Sales Representative – Beirut Airport (LBACC)

May 2022 – Jun 2023

- Generated over \$100,000 in monthly sales through consultative selling.
- Assisted 120+ customers daily with a 97% satisfaction rate.
- Increased average cart value by 61% through effective product presentation.
- Improved sales of underperforming products by three times.

Customer Service Representative – Catering Industry

2019 – 2020

- Managed guest services for large-scale events with up to 500 guests.
- Maintained satisfaction ratings above 98% through effective communication.

EDUCATION

Bachelor of Business Information Systems (BIS)

Fall 2023 – Present

Modern University for Business and Science (MUBS)

Student Council President (2025 – 2026)

- Directed student engagement strategies centered on academic development and collaboration.
- Built internal networks between students, faculty, and administration to support institutional growth.
- Managed year-long implementation of initiatives through the 2026 academic year.

SKILLS

Business Growth Strategy • Business Analysis • Data Analysis • CRM Systems • Consultative Selling • Process Improvement • Stakeholder Engagement • Critical Thinking • Computer Proficiency • Communication

LANGUAGES

English (C2) • Arabic (C2)

VOLUNTEER EXPERIENCE

Lebanese House for the Environment (LHEE)

- Supported environmental awareness and ethical education initiatives.
- Collaborated with social activists on youth development and community engagement projects.