

# DIMA SALMAN CHERFAN

Address Beirut, Lebanon  
Nationality Lebanese  
D.O.B 03-DEC-1986  
E-mail dima.a.salman@gmail.com  
Phone +961-71-544412  
Status Married



## PROFESSIONAL SUMMARY

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Highly skilled in streamlining operations, problem solving and maintaining schedules to ensure maximum customer satisfaction and business revenue; expertise in coordinating with diverse teams and resources to complete objectives; organized and detail-oriented with proactive and hard-working technology-driven nature.

## WORK EXPERIENCE

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| <b>Mysay S.A.L, Lebanon</b>   | FREELANCE PROJECT MANAGER | <i>Feb 2018-June 2018</i>  |
| <ul style="list-style-type: none"><li>• Define the product roadmap based on the strategy and vision; manage prioritization and trade-offs between customer experience and operational load.</li><li>• Translating product strategy into detailed requirements and prototypes.</li><li>• Drive product launches with cross-functional teams.</li><li>• Prioritize and manage multiple projects within specifications and timeline restrictions.</li></ul>  |                           |                            |
| <b>INFOSYSTA, Lebanon</b>   | PRODUCT OWNER             | <i>Oct. 2015-June 2017</i> |
| <ul style="list-style-type: none"><li>• <i>In addition to the Business Analyst Role</i>, Act as Key Stakeholder of the product's development and steering the business roadmap.</li><li>• Analyze and model the business domain to build a complete picture of workflows and technical requirements by tailoring the specs of the requirements, supporting the developers and performing business acceptance testing of the deliverables.</li><li>• Lead cross-functional business process re-engineering and improvement efforts.</li><li>• Set the priorities and sequence of the requirements based on the competition, customer requirements and business demand.</li><li>• Route qualified opportunities to the appropriate sales executives for further development and closure. Work together with and provide support for the sales team.</li></ul>   |                           |                            |
| <b>INFOSYSTA, Lebanon</b>   | BUSINESS ANALYST          | <i>Jan. 2014-Oct. 2015</i> |
| <ul style="list-style-type: none"><li>• Responsible of capturing business requirements from clients and advising on technical consultancies.</li><li>• Active participant on the Sales streams including researching and identifying new leads, attending sales meetings, pitching Infosysta's products, overseeing marketing initiatives, developing proposals and following up on new and existing streams.</li><li>• Act as a strategic client interfacing Business Consultant to advise clients on leading change management such as auditing existing business procedures, managing workflows and processes, managing workload and capacity and arrangements with internally and externally. Additionally, promoting new product designs to value-add product features as well as meet clients' needs.</li><li>• Head of Support team of INFOSYSTA's Information Systems and Quality assurance of in-house software products by INFOSYSTA (App4Legal &amp; App4Daycare).</li><li>• Participated as the Project Supervisor in major implementations of Production environments at</li></ul> |                           |                            |

several banks in the GCC area.

#### **MOBINETS, Lebanon**

TELECOM DELIVERY ENGINEER

*Aug. 2012- July 2013*

- Coordinating with customers to capture new requirements for MOBINETS NEP software portfolio.
- Deploying the Network Enterprise Platform (NEP) at alfa, integrating different vendor equipment in the tool and testing end-to-end results.
- Performing microwave network planning and design.
- Configuring transmission parameters and estimating the capacities of network nodes and interfaces.
- Quality assurance of three different modules of the NEP: microwave, capacity (routing), and IP/MPLS. Implement and test the algorithms that support new features.
- Collecting data from multi-vendor NMSs to be integrated into the NEP and performing the needed analysis for alfa network in Lebanon.

#### **CEDARCOM S.A.L, Lebanon**

RADIO FREQUENCY ENGINEER & CUSTOMER SUPPORT

*June 2010-Aug. 2012*

- Installing and configuring point-to-multipoint base and point-to-point links.
- Diagnosing and troubleshooting connectivity problems, leading technicians on sites, performing solutions strategies and configuring router sub-interfaces.
- Designing strategic plans to enhance network performance using planning tools such as Pathloss and ATDI for the network optimization and planning department.

### **SKILLS**

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- Team Leadership
- Product Lifecycle
- Troubleshooting & Debugging
- Agile/Scrum Methodologies
- Go-to-Market Launch Plans
- UX/UI Design
- QA Testing
- Requirements Gathering & Analysis
- Market & Competitor Research
- Test-Driven Development

### **EDUCATION**

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**B.E. in ELECTRONICS & COMMUNICATION ENGINEERING**  
Beirut Arab University 2004-2009 (*AVERAGE OF VERY GOOD*)

### **CERTIFICATIONS**

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**CCNA CERTIFIED:** Cisco 640-802 CCNA (2012).