

## SUMMARY

MBA graduate with 10 years of professional experience in engineering project management & information technology. Proficient team leader with excellent communication skills. Analytical problem solver having strong business acumen and negotiation skills. Co-Founder of Siptip, a curated e-Commerce platform for wine, communicated in a fun non-technical way.

## PROFESSIONAL EXPERIENCE

### Kgtech Arabia

#### Lab Control Systems Division Manager

Riyadh, SA

Dec '19 - Present

*Riyadh based company that offers complete integrated solutions for large-scale MEP projects*

- Leading a team of 10 while directly reporting to the CEO
- Managing and executing all aspects of the department including staffing levels and yearly budgets
- Developing commercial offers and technical proposals and submittals to contractors
- Prospecting organizations and individuals to find new opportunities for growth and development
- Leading engineers and site teams to ensure progress and execution in a timely handover

#### Key Achievements

- Established a partnership agreement with **Hanwha Techwin (Samsung)** to expand our product offerings

### Siptip

#### IT & Digital Director, Co-Founder

Washington, US

Sep '17 - Nov '19

*A curated e-Commerce platform for wine, communicated in a fun non-technical way*

- Established the start-up technical vision; managed development of e-commerce platform including product finder, online store, website development (html, JavaScript, CSS, Google Apps Script), payment integration, etc.
- Conducted research on cutting edge technologies that create competitive advantage over similar online platforms
- Developed and managed digital marketing campaigns; planned the social media strategy
- Evaluated analytical insights from funnels, acquisition channels, and user behaviors to improve conversion rates
- Drove growth and customer acquisitions via paid social and programmatic advertising
- Measured and optimized paid marketing campaigns using vendor-specific dashboards

#### Key Achievements

- Increased **orders by 50%** in first year, by developing marketing campaigns & formulating tactical sales promotions

### Kgtech Arabia

#### Project Manager

Riyadh, SA

Dec '11 - Dec '15

*Riyadh based company that offers complete integrated solutions for large-scale MEP projects*

- Managed **Lab Control Systems (Honeywell)** projects for clients such as Aramco, Halliburton, and Qatar Foundation

- Applied high-tech ventilation systems to operation and pandemic rooms in hospitals, educational and industrial laboratories, and other critical areas.
  - Planned final handing-over activities (testing and commissioning) with international consulting companies (FTR International, Jacobs Zate, Klingstubbins).
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## Sabis

**IT Manager** Abu Dhabi, AE

 Nov '09 - Nov '11

*A global education network that has an active presence in 20 countries on five continents*

- Led and managed a team of 6 into maintaining a healthy IT infrastructure
  - Monitored and controlled IT tasks to provide support for staff and teachers
  - Organized training sessions on diverse IT subjects for teachers to enrich technology learning experience
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## Admic

**System Administrator** Beirut, LB

 Dec '06 - Sep '09

*One of the leading and fastest growing multi-format retail operators in Lebanon*

- Operated alongside an IT support team; provided technical support to more than 500 employees
  - Configured and maintained hardware, software, OS, firewalls, networking (LAN/WAN), storage, backup, etc..
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## EDUCATION

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### Masters of Business Administration (MBA)

**IE Business School** Madrid, ES

 Jan '16 - Dec '16

*Top 10 percentile of the class*

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### Computer Engineering

**Lebanese American University** Beirut, LB

 Oct '00 - Jun '06

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## CERTIFICATIONS

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- AWS Certified Cloud Practitioner
- Google Analytics Certification

## LANGUAGES

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**Arabic** (Native) **English** (Fluent) **Spanish** (Beginner)