

Roland AOUAD

Business & Communication Director | Television Executive

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Core competencies include

- Business & Project Management
- Communications Management
- Process & System Optimization
- Budget & Proposals Management
- Television Production Management
- Television Content Creator

Executive Summary

- Versatile, innovative, accomplished business management professional with 17+ years of rich hands-on leadership experience with reputable companies.
- Extensive management experience in televisions: operations, programming & production
- Experience in creating, implementing and overseeing communications programs, be it internal or external
- Project management experience within the entertainment & communication consulting industry
- Skilled in managing the complete business cycle from identifying opportunities, generating enquiries, preparing bids and proposals, negotiating & closing deals, executing orders/contracts, collecting payments & closing contracts

Professional Experience

Self-employed, Beirut-Lebanon, July 2018 – Present

Business and Communication Consultant | Television Concept Creator

- Created, designed, developed and pitched five new television concepts to MBC

APCO WORLDWIDE, Dubai-KSA-PMO, April 2018 – June 2018

Business and Project Manager

- Supported the development of both technical and commercial proposals
- Developed a detailed project plan to track progress and managed changes in project scope, schedule and cost
- Managed the relationship with the client and ensured activities are delivered on time, within scope and budget
- Coordinated internal resources for the flawless execution of projects and reported to management as needed

NArchitects, Lebanon, May 2015 – Dec 2017

Director of Business Development | Business Consultant

- Planned, developed and implemented NArchitect's marketing strategies, marketing communications, and public relations activities, both external and internal
- Developed a strategic perspective based on the marketplace and constituent needs and satisfaction
- Helped improve the business by exploring new opportunities | Identified new markets and customer needs
- Developed a growth strategy focused both on financial gain and client satisfaction
- Acted as an internal consultant to bring attention and solutions to the company's priorities.
- Built long-term relationships with new and existing clients

Parallel freelance jobs

- Optimized processes & internal systems at MCF-MI / ALAC | Developed business plans to drive radical changes
- Provided professional and expert advice to Tele-Liban on increasing efficiency | Developed a formal hierarchical structure | Screened & evaluated strategic options | Explored opportunities
- Part-Time Instructor | Masters Course: Broadcast Station Management at NDU
- Created and developed new TV Concepts pitched to MBC Beirut and Pan-Arab networks

Lebanese Broadcasting Corporation International (LBCI), Lebanon, Mar 2013 - Apr 2015

Production Executive Officer | Project Manager

- Identified, defined and coordinated the various project management activities within the Production department
- Managed improved operational systems, processes and policies in support of LBCI's mission
- Supported better management reporting, business process and organizational planning
- Increased efficiency of the production department, in collaboration with functional managers
- Performed corrective actions to re-align with the business scope
- Enforced an effective communication ensuring the information is delivered in the right format, in the right impact
- Arbitrated resources allocation
- Facilitated corrections to malfunctions within process control points and performed integrated change control

- Initiated and fostered a spirit of cooperation within and between departments

Project Management

- Successfully planned, managed and implemented LBCI News Project (Galleries, Studios)
- Identified key stakeholders, assumptions, constraints and provided prompt solutions respecting the tight schedule
- Assumed responsibilities of the project financials in assigned areas counting resource charges, client billing and invoicing based upon the project fiscal terms

Projects Consultant | Creative Director in conjunction with full-time MBA, Lebanon, Oct 2010 - Mar 2013

- Beirut Marathon Association / Creative Director & Editor - "*Banque du Liban*" TVC & Documentary (2013)
- Beirut Marathon Association - On the Spot Production / Documentary for European Distribution (Nov 2012)
- **Imagic / Segment Director** / "*Sawt al Hayat*" | **Periba / Prime Reports Director** "*Najm el Khalij*"

MTV, Lebanon, Feb 2009 - Sep 2010

Producer | Senior Promotion Producer

- Monitored and managed defined processes & controlled budgets and resources allocation
- Organized shooting schedules and supervised the whole projects from production to post production
- Brainstormed and created promotions for MTV shows
- Ensured assigned projects are delivered on time and within allocated budget

ID Production, Lebanon, Oct 2007 - Jan 2009

Head of Visual Department | Executive Producer - Freelance Consultant / Night Shifts

- Identified, managed and supported improved operational systems, processes and policies
- Restructured the production house; created and supported better management
- Improved operational systems and enhanced key communication channels
- Organized fiscal documents related to the audio-visual department
- Identified key stakeholders, assumptions and constraints
- Developed relationships with local and Pan-Arab TV stations, networks and production houses.
- Established new concepts for TV stations and produced all visual and audio productions

Freelance Consultant

- Provided strategic advices and explored new opportunities to have accurate view of the organizations' future
- Re-shot missing scenes for the drama series "Mouftaraq Tarik" | supervised the editing and colouring phases

Imagic Group, Lebanon | Dec 2004 –Mar 2008

Head of Editing Department | Creative Director

- Executive Director | Ghayerle Hayete - Dubai TV
- Trailer Director for all new concepts and programs
- Director - Prime Segment Director | Album - MBC and Mission Fashion II - LBCI
- Segment Director - Editor | Maa Maguy | Al Tahaddi al Kabir
- Senior Creative Editor | Chabeb aal Hawa – MBC | Daif el Beit – LBCI | Ghayerle Hayete - Dubai TV
- Supervised the editing of Zay el Noujoum - Dubai TV, both seasons

Early Work Experience

- Sept 2003-Aug 2004: Future TV, Lebanon, Junior Promotion Producer | Parallel Freelance Jobs: Documentary Director for the ministry of environment (July 2004- Nov 2004); Creative Director, Showreel Marwan Rassi
- Dec 2002-Aug 2003: Production Miscellaneous jobs (TVCs), Beirut & KSA | Promotion Producer and Assistant Director, NBN television; Documentary 2nd Assistant Director, Ministry of Tourism

Education

- Master of Business Administration (MBA), Management Concentration, Sagesse University, Lebanon, Fall 2012
- Bachelor of Arts (BA), Communication Art /Radio-Television, Notre Dame University (NDU), Lebanon, Spring 2001
- High School, French Bacc II, Notre Dame de Jamhour, Lebanon, Spring 1994

Certification

- The Ultimate Digital Marketing Course, Lens Business Solutions, Lebanon, Feb 2018
- The Quality Systems Internal Auditor according to ISO 19011:2011, ISO LIBAN, Lebanon, June 2016
- Project Management Professional (PMP), Formatech, Lebanon, June 2015

Personal Information

- D.O.B: July 27, 1975
- Nationality: Lebanese
- Languages: Arabic | French | English
- IT Skills: MS Office | Microsoft Project | Social Media
- Non-Linear Skills: Avid | Sony Vegas | After Effects